Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

ZHOU LIU FU JEWELRY

Zhou Liu Fu Jewellery Co., Ltd.
周六福珠宝股份有限公司

(A joint stock company incorporated in the People's Republic of China with limited liability)

(Stock Code: 6168)

VOLUNTARY ANNOUNCEMENT
Business Development – Zhou Liu Fu's Unaudited E-commerce Statistics for "Double 11" and the First Ten Months of 2025

This announcement is made by Zhou Liu Fu Jewellery Co., Ltd. (the "**Company**", together with its subsidiaries, the "**Group**") on a voluntary basis to inform the shareholders of the Company (the "**Shareholders**") and potential investors of the latest development in the Group's business.

According to internal calculations of the Company, since the commencement of this year's "Double 11" promotions across various e-commerce platforms, the total shipment value of the Company's e-commerce subsidiaries, excluding Vipshop and JD.com's self-operated channels, amounted to RMB287 million, representing a year-on-year increase of 35.28% (excluding gold bars). The overall gross profit margin was 22.05%, marking a year-on-year improvement of nearly 10 percentage points.

In addition, the Company's e-commerce business recorded a revenue growth of 32% year-on-year for the period from January to October 2025, with a net profit increasing by 71% year-on-year and a net profit margin exceeding 8% for the same period.

The preliminary statistics disclosed above are unaudited and based on preliminary internal information of the Group, which are subject to changes and may differ from those in the audited or unaudited consolidated financial statements of the Group to be published on yearly or half-yearly basis. As such, the relevant information is strictly for information only and not for any other purposes. **Shareholders and investors are advised not to place material reliance on the information disclosed herein and shall exercise due caution when dealing in the securities of the Company.** When in doubt, Shareholders and investors are advised to seek professional advice from professional or financial advisers.

By order of the Board of Directors
Zhou Liu Fu Jewellery Co., Ltd.
LI Weizhu
Chairman and Executive Director

Hong Kong, November 12, 2025

As at the date of this announcement, the Board comprises: Mr. LI Weizhu, Mr. LI Weipeng, Mr. XIE Mingyu and Mr. ZHONG Xipeng as executive directors; Ms. ZHONG Yingqin as non-executive director; and Mr. LAU Kwok Fan, Ms. YANG Lan and Mr. GUO Qiuquan as independent non-executive directors.