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(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 1458)

VOLUNTARY ANNOUNCEMENT LATEST DEVELOPMENT IN OVERSEAS MARKET EXPANSION

This announcement is made by Zhou Hei Ya International Holdings Company Limited (the "Company" and together with its subsidiaries, the "Group") on a voluntary basis.

The board of directors of the Company is pleased to announce that the Group's first overseas branded store was officially launched in Port Klang, Malaysia on December 5, 2025.

The opening of this store marks a substantial step forward in the Group's overseas expansion strategy and is an important move toward exploring new markets and achieving long-term sustainable growth. The Company believes that this successful launch will not only enhance the brand's influence in the international market, but also lay a replicable operational foundation for the Group's steady expansion in Southeast Asia and other overseas markets.

The Company believes that the opening of this store is in line with the Group's long-term development strategy and the overall interests of the shareholders of the Company (the "Shareholders"). The Board will continue to monitor the progress and evaluate the performance of the overseas business. Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board

Zhou Hei Ya International Holdings Company Limited

ZHOU Fuyu

Chairman

Hong Kong, December 5, 2025

As at the date of this announcement, the executive directors of the Company are Mr. ZHOU Fuyu, Mr. LYU Hanbin and Ms. WANG Yali; and the independent non-executive directors of the Company are Mr. CHAN Kam Ching, Paul, Mr. LU Weidong and Mr. CHEN Chen.