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Natural Food International Holding Limited
五谷磨房食品國際控股有限公司
(Registered by way of continuation in the Cayman Islands with limited liability)
(Stock Code: 1837)

INSIDE INFORMATION
BUSINESS UPDATES

This announcement is made by Natural Food International Holding Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the "**Directors**") of the Company (the "**Board**") wishes to inform the shareholders of the Company and potential investors that, based on the preliminary unaudited sales figures of the Group for the first two month ended 28 February 2026, (i) during the 2026 Chinese New Year Period, as defined below, the Group achieved sales of approximately RMB610 million to RMB615 million (unaudited), representing an increase of around 47.3% to 48.5% as compared with the 2025 Chinese New Year Period, as defined below; and (ii) for the first two months of 2026 (from 1 January 2026 to 28 February 2026), the Group achieved sales of approximately RMB655 million to RMB670 million (unaudited), representing an increase of about 48.2% to 51.3% as compared with the corresponding period in 2025.

The increase in the above unaudited sales figures was primarily attributable to the effective implementation of the omnichannel differentiated gift box strategy and the sales growth of the Group's omnichannel gift box series products during the 2026 Chinese New Year Period.

The information contained in this announcement is unaudited and is only based on the preliminary internal management records of the Group, which may be different from the figures to be disclosed in the audited or unaudited consolidated financial statements in the annual or the interim report of the Company to be published in the future.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

DEFINITIONS

"the 2026 Chinese New Year Period": means the period including 31 days from 25 January 2026 to 24 February 2026 for supermarket counter business, 73 days from 5 December 2025 to 15 February 2026 for offline shelf business and 47 days from 1 January 2026 to 16 February 2026 for e-commerce business

"the 2025 Chinese New Year Period": means the period including 31 days from 6 January 2025 to 5 February 2025 for supermarket counter business, 73 days from 16 November 2024 to 27 January 2025 for offline shelf business and 47 days from 13 December 2024 to 28 January 2025 for e-commerce business

For and on behalf of
Natural Food International Holding Limited
GUI Changqing
Chairman

Hong Kong, 18 March 2026

As at the date of this announcement, the Board of Directors of the Company comprises Ms. GUI Changqing and Mr. ZHANG Zejun as executive Directors, Ms. TSE Cheung On Anne and Mr. WANG Duo as non-executive Directors, and Mr. ZHANG Senquan, Mr. HU Peng and Mr. OUYANG Liangyi as independent non-executive Directors.