Jiumaojiu International Holdings Limited
九毛九国际控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 9922)

VOLUNTARY ANNOUNCEMENT
OPERATIONAL UPDATE FOR THE SECOND QUARTER OF 2026

This announcement is made by Jiumaojiu International Holdings Limited (九毛九国际控股有限公司) (the "**Company**", together with its subsidiaries, the "**Group**") on a voluntary basis to inform the shareholders of the Company and potential investors about the unaudited key operational data of the Group for the second quarter of 2026.

Number of restaurants by brand	**As of June 30, 2026**
Tai Er	**477**
– Self-operated	*454*
– Franchised	*23*
Song Hot Pot	**54**
Jiu Mao Jiu	**61**
– Self-operated	*59*
– Franchised	*2*
Lai Mei Li	**1**
Fresh Wood	**1**
Shandeshanwaimian	**11**
– Self-operated	*3*
– Franchised	*8*
Chaonabian	**1**
Total	**606**

Table turnover rate of major brands[1]	**For the three months ended June 30, 2026**
Tai Er (self-operated only)	**3.5**
– Chinese Mainland	*3.5*
– Other regions	*3.5*
Song Hot Pot	**1.9**
Jiu Mao Jiu (self-operated only)	**2.2**

Average spending per customer of major brands (*RMB*)[(2)]	**For the three months ended June 30, 2026**
Tai Er (self-operated only)	**75**
– Chinese Mainland	*68*
– Other regions	*151*
Song Hot Pot	**104**
Jiu Mao Jiu (self-operated only)	**57**

Change in same store average daily sales of major brands (year-on-year)[(3)]	**For the three months ended June 30, 2026**
Tai Er (self-operated only)	**6.1%**
– Chinese Mainland	*12.0%*
– Other regions	*-17.2%*
Song Hot Pot	**-26.1%**
Jiu Mao Jiu (self-operated only)	**-13.5%**

Notes:

(1) Table turnover rate for the period is calculated by dividing total tables served by the product of total restaurant operation days and average table count during the period.

(2) Average spending per customer for the period is calculated by dividing revenue generated from the restaurant operations for the period by total customer traffic for the period.

(3) Same store average daily sales for the period refers to the average daily revenue of all restaurants that qualified as same stores during that period. The Group defines its same store base to be those restaurants that opened for the same number of days in both the second quarter of 2025 and 2026.

In the second quarter of 2026, the Group's major brands continued to deliver stable operating performance. Tai Er in the Chinese Mainland recorded sustained year-on-year double-digit growth in same store average daily sales, with further improvement compared to the first quarter, demonstrating the brand's enhanced operating resilience. During the period, stores operating under the "Fresh" model performed particularly well and continued to drive the operating improvement of Tai Er in the Chinese Mainland, further validating the effectiveness of the store model upgrades.

As of June 30, 2026, Tai Er had launched a total of 340 stores under the "Fresh" model in the Chinese Mainland, covering 92 core cities nationwide. In addition, the new-generation "6.0 Fresh Model" store was officially launched in Guangzhou in early July 2026, featuring further optimized product mix, as well as upgraded store design and customer experience. The store has recorded encouraging initial operating results since its opening. The Group believes that, with the continued iteration and upgrade of the "Fresh" model and the gradual completion of the remaining store conversions, Tai Er's operating resilience in the Chinese Mainland will continue to manifest in the second half of the year.

In overseas markets, the same store average daily sales of Tai Er faced continued pressure, mainly due to changes in external market conditions in some overseas regions, as well as the impact of menu structure adjustments on average customer spending. The Group has commenced localized adjustments for overseas markets and will continue to optimize its product offerings and operating models based on the specific characteristics of each market. The effects of these adjustments are expected to gradually materialize in the second half of the year.

In addition, the Group continues to explore and refine new store models for other brands. Among them, a total of 6 "Jiu Mao Jiu Shanxi Cuisine Restaurant" new-model stores have been launched across Guangzhou, Shenzhen and Foshan. With the gradual maturation and replication of the new store models, the operating performance of these brands is expected to improve progressively.

Meanwhile, the average spending per customer across the Group's major brands in the Chinese Mainland has remained relatively stable for several consecutive quarters.

The information contained in this announcement does not constitute, represent or indicate a complete picture of the Group's revenue or financial performance. This announcement is based on a preliminary review of the unaudited consolidated management accounts of the Group and the information currently available to the board of directors of the Company (the "Board"), and is not based on any figure or information which has been audited or reviewed by the independent auditors of the Company or the audit committee of the Board. The information contained in this announcement may be subject to change or adjustment. Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Jiumaojiu International Holdings Limited
Guan Yihong
Chairman

Hong Kong, July 10, 2026

As at the date of this announcement, the Board comprises Mr. Guan Yihong as chairman and executive director, Mr. He Chengxiao as chief executive officer and executive director, Ms. Cui Longyu and Mr. Su Danman as executive directors, and Ms. Tang Zhihui, Ms. Zhu Rui and Ms. Wang Xiaomei as independent non-executive directors.