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ANJOY FOODS GROUP CO., LTD.

安井食品集团股份有限公司

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

(Stock Code: 2648)

ANNOUNCEMENT ON REGULAR OPERATING DATA RELATED TO INDUSTRY FOR THE FIRST HALF OF 2026

Anjoy Foods Group Co., Ltd. (the “Company”) hereby discloses its key operating data related to industry for the first half of 2026, as prepared in accordance with the PRC Accounting Standards for Business Enterprises, as follows:

I. Operating Conditions during the Reporting Period

Unit: '0,000 Currency: RMB

Revenue from the Principal Business by Product Category for the Reporting Period

Product category	The first half of 2026	The first half of 2025	Year-on-year increase/ decrease (%)
Quick-frozen flavored and processed products	475,038.92	375,900.84	26.37
Quick-frozen prepared dishes	298,899.42	241,581.62	23.73
Quick-frozen flour and rice products	118,590.96	124,129.05	-4.46
Bakery products	7,776.45		
Other products	25,282.44	18,116.89	39.55
Total	925,588.19	759,728.40	21.83

Revenue from the Principal Business by Sales Model for the Reporting Period

Sales model	The first half of 2026	The first half of 2025	Year-on-year increase/ decrease (%)
Distributors	722,866.85	604,264.05	19.63
New retail and e-commerce	92,637.25	58,257.59	59.01
Targeted enterprises	64,435.89	54,877.63	17.42
Supermarkets	45,648.20	42,329.13	7.84
Total	925,588.19	759,728.40	21.83

Revenue from the Principal Business by Geographical Segment for the Reporting Period

Geographical segment	The first half of 2026	The first half of 2025	Year-on-year increase/ decrease (%)
Eastern China	401,061.41	317,895.44	26.16
Northern China	125,594.26	112,411.34	11.73
Central China	117,619.38	95,954.51	22.58
Southern China	90,665.78	71,617.70	26.60
Northeastern China	71,973.71	66,490.05	8.25
Southwestern China	56,776.23	46,620.33	21.78
Northwestern China	52,537.33	41,562.03	26.41
Overseas	9,360.09	7,177.00	30.42
Total	925,588.19	759,728.40	21.83

With the recovery of consumption in food and beverage, the intensity of price competition in the industry has marginally eased. During the reporting period, the Company maintained strong overall competitiveness by continuously optimising its product mix and strengthening channel advantages. Meanwhile, the consolidation of its subsidiary Ding Wei Tai in the second half of 2025 contributed part of the incremental operating revenue for the current period. Overall, the Company's traditionally strong segments of quick-frozen flavored and processed products and quick-frozen prepared dishes achieved steady growth. Among other products, higher sales volume of surimi and increased fishmeal prices also drove certain revenue growth.

In terms of channel, the distributor channel maintained solid growth underpinned by high market penetration, strong customer loyalty and continuous iteration capabilities, solidifying the Company's performance foundation. For the new retail and e-commerce channels, which recorded the fastest growth last year, the Company built on its past experience while further refining its product strategy. This includes carefully selecting product categories and regions suitable for online promotion, clearly delineating product and price-band differentiation from the distributor channel, and strictly enforcing price controls. The Company has also developed differentiated operational strategies tailored to the distinct characteristics of each platform, while continuously strengthening its e-commerce organizational capabilities. Benefiting from the effective execution of the above strategies, the e-commerce channels maintained rapid growth on platforms such as Douyin and Kuaishou. During the World Cup period, the crayfish category also contributed incremental sales, while Freshippo under the new-retail channel also saw notable growth.

Revenue increased across all regional divisions. In addition, the Company stepped up efforts to develop overseas businesses this year, among which the crayfish category achieved steady growth in overseas markets.

II. Changes in Distributors during the Reporting Period

As of the end of the reporting period, the Company had a total of 2,366 distributors. The changes in the number of distributors in each region are as follows:

Unit: Entities

By region	Number at the beginning of the period	Increase in the current period	Decrease in the current period	Number at the end of the period	Increase/ decrease from the beginning to the end of the period (%)
Northeastern China	161	14	16	159	-1.24
Northern China	244	23	19	248	1.64
Eastern China	757	78	61	774	2.25
Southern China	212	22	16	218	2.83
Central China	289	50	14	325	12.46
Northwestern China	158	20	16	162	2.53
Southwestern China	175	12	14	173	-1.14
Overseas	294	33	20	307	4.42
Total	2,290	252	176	2,366	3.32

By order of the Board
Anjoy Foods Group Co., Ltd.
Mr. Liu Mingming
Chairman of the Board and Executive Director

Xiamen, China, August 24, 2026

As at the date of this announcement, the Board of the Company comprises: (i) Mr. Liu Mingming, Mr. Zhang Qingmiao, Mr. Zhang Gaolu and Mr. Huang Jianlian as executive directors; (ii) Dr. Zheng Yanan, Mr. Dai Fan and Mr. Zhang Guangxi as non-executive directors; and (iii) Ms. Zhang Mei, Dr. Liu Xiaofeng, Dr. Zhao Bei and Mr. Zhang Yueping as independent non-executive directors.