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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 THIRD 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 third quarter of 2026.

Number of restaurants by brand	As of September 30, 2026
Tai Er	462
– Self-operated	439
– Franchised	23
Song Hot Pot.	48
Jiu Mao Jiu ⁽¹⁾	59
– Self-operated	57
– Franchised	2
Lai Mei Li.	1
Fresh Wood.	1
Shandeshanwaimian	11
– Self-operated	3
– Franchised	8
Chaonabian ⁽²⁾	2
Total.	584

Notes:

(1) Including one Yishengquan (義盛泉) restaurant, an upgraded sub-brand of Jiu Mao Jiu.

(2) Including one Yanwu (鹽屋) restaurant, an upgraded sub-brand of Chaonabian.

Table turnover rate of major brands⁽¹⁾	For the three months ended September 30, 2026
Tai Er (self-operated only)	3.8
– Chinese Mainland	3.8
– Other regions	3.7
Song Hot Pot.	2.0
Jiu Mao Jiu (self-operated only)	2.3
Average spending per customer of major brands (RMB)⁽²⁾	For the three months ended September 30, 2026
Tai Er (self-operated only)	73
– Chinese Mainland	66
– Other regions	151
Song Hot Pot.	104
Jiu Mao Jiu (self-operated only)	58
Change in same store average daily sales of major brands (year-on-year)⁽³⁾	For the three months ended September 30, 2026
Tai Er (self-operated only)	5.1%
– Chinese Mainland	10.4%
– Other regions	-17.4%
Song Hot Pot.	-26.8%
Jiu Mao Jiu (self-operated only)	-11.4%

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 third quarter of 2025 and 2026.

In the third quarter of 2026, the Group's major brands continued to deliver stable operating performance. Tai Er in the Chinese Mainland continued to deliver improvement in operating performance, recording a year-on-year growth of approximately 10.4% in same store average daily sales. During the period, the average spending per customer of Tai Er in the Chinese Mainland remained relatively stable, indicating that the growth in same store average daily sales was primarily driven by the increase in customer traffic.

As of September 30, 2026, Tai Er had launched a total of 358 stores under the “Fresh” model in the Chinese Mainland, covering 90 core cities nationwide. Among them, 5 of Tai Er’s latest generation “6.0 Fresh Model” stores have been launched, covering core markets such as Guangzhou, Shenzhen, and Zhengzhou, continuing to promote the iterative upgrade of the “Fresh” model.

During the National Day holiday, Tai Er in the Chinese Mainland maintained strong operating performance, recording a year-on-year growth of approximately 17.8% in same store average daily sales and an overall table turnover rate of over 5.0 times, representing a significant increase as compared to the corresponding period last year. During the period, stores under the “Fresh” model continued to demonstrate stronger operating performance.

In addition, the new store model of the Jiu Mao Jiu brand has also gradually yielded positive results. During the National Day holiday, the same store average daily sales of comparable stores of “Jiu Mao Jiu Shanxi Cuisine Restaurant” achieved a year-on-year double-digit growth, outperforming the overall performance of the Jiu Mao Jiu brand, further validating the positive role of the new store model in improving store operating performance.

The Group believes that, with the continued refinement of new store models across various brands and subsequent promotion, the operating performance of these brands is expected to further improve.

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, October 12, 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.