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**五谷磨房**

**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 UPDATE**  
**AND**  
**POSITIVE PROFIT ALERT**

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).

**BUSINESS UPDATE**

The board of directors (the “**Directors**”) of the Company (the “**Board**”) hereby informs the shareholders of the Company (the “**Shareholders**”) and potential investors that, as a result of one of the Group’s significant retail sales channels’ (the “**Channel**”) adjustments of its operating strategy, and based on the preliminary estimation of the Company, a total of 210 offline concessionary counters of the Group under that Channel might be closed down respectively in 2025 and the total revenue of the Group for the fiscal year 2025 would be expected to decline by approximately RMB50 million to RMB80 million accordingly.

The Group will closely monitor the situation and take appropriate measures to mitigate the impact of such changes. Further updates will be provided as necessary in compliance with the Listing Rules.

## **POSITIVE PROFIT ALERT**

The Board also wishes to inform the Shareholders and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2024 (the “**Period**”) and other information currently available to the Company, the Group is expected to record a net profit for the year ended 31 December 2024 in the range of approximately RMB180 million to RMB194 million, representing an increase of approximately 18% to 28% as compared to the net profit of approximately RMB152 million for the corresponding period in 2023 (the “**Prior Period**”).

The increase in the Group’s net profit was mainly attributable to:

- (1) the effective implementation of the business development strategy, resulting in a stable increase in the overall revenue, in particular, sales of the offline channel grew significantly as compared to 2023; and
- (2) the effective implementation of various budget and cost control policies, so as to control the increase in cost of sales in a reasonable and effective manner.

The information contained in this announcement is only based on a preliminary review of the unaudited management accounts of the Group and other information currently available to the Board, which has not been reviewed by the Company’s auditors and is subject to possible adjustments arising from further review. The Company is still in the process of finalising the annual results of the Group for the year ended 31 December 2024. The annual results of the Group for the year ended 31 December 2024 may be different from the information referred in this announcement. Further details of the Group’s financial results and performance will be disclosed in the Company’s announcement of annual results for the year ended 31 December 2024, which is expected to be published by the end of March 2025.

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

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

Hong Kong, 11 March 2025

*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.*