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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
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).

The board of directors (the “**Directors**”) of the Company (the “**Board**”) hereby informs the shareholders of the Company and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2022 (the “**Period**”) and other information currently available to the Company, as compared to the corresponding period in 2021 (the “**Prior Period**”), the Group is expected to record an increase in net profit of more than 30% from RMB38.0 million to more than RMB50.0 million.

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

- (1) During the Period, the Group's revenue increased to RMB840.4 million (Prior Period: RMB753.9 million). The increase in revenue was mainly due to the continued rapid growth of E-commerce channels. During the Period, the “Black Nutrition (黑之養)” series products branded under the black nutrition expert brand recorded an excellent sales, and the E-commerce team has well operated the traditional E-commerce channels while setting up and operating other social E-commerce platforms including Douyin Store, which successfully contributed to the significant increase in revenue generated from online channels.

- (2) The new channel business had a good development momentum. During the Period, benefiting from the effective implementation of the Group's new channel business development strategy, it resulted in the strong growth of new channel business revenue of the Group.
- (3) The implementation of various budget and cost-control policies, which facilitated the operational efficiency of the Group by keeping the administrative and operating expenditures at a relatively low level.

Despite the recent recurrence of the COVID-19 pandemic, the impact of which on the retail industry remains unclear. Credit to the increased consumer health awareness, the Group believes that there will be positive development opportunities for its business. The Company is planning to devote more resources to brand building with an accelerated pace to enhance its brand image and influence, so as to provide solid brand support and growth momentum for the long-term development of the Company's potential businesses.

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 finalizing the interim results of the Group for the six months ended 30 June 2022. The interim results of the Group for the six months ended 30 June 2022 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 interim results for the six months ended 30 June 2022, which is expected to be published by the end of August 2022.

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
Natural Food International Holding Limited
GUI Changqing
Chairman

Hong Kong, 16 August 2022

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.