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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 year ended 31 December 2023 (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 2023 in the range of approximately RMB146 million to RMB153 million, representing an increase of approximately 26% to 32% as compared to the net profit of approximately RMB116 million for the corresponding period in 2022 (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 new channel business in the offline channel grew significantly as compared to 2022;

- (2) the effective implementation of marketing strategy and various budget and cost control policies, so as to control the increase in cost of sales and selling expenses in a reasonable and effective manner; and
- (3) the effective implementation of operational strategy to improve the counter operation efficiency.

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 2023. The annual results of the Group for the year ended 31 December 2023 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 2023, which is expected to be published by the end of March 2024.

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, 8 March 2024

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.