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## **LABIXIAOXIN SNACKS GROUP LIMITED**

**蠟筆小新休閒食品集團有限公司**

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 1262)**

### **PROFIT WARNING**

This announcement is made by Labixiaoxin Snacks Group Limited (the “**Company**” and, together with its subsidiaries, the “**Group**”) pursuant to Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong) and Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the information currently available to the Board and the preliminary review of the unaudited management accounts of the Group, the Group is expected to record a total sales of approximately RMB493.8 million and a net loss of approximately RMB42.7 million for the six months ended 30 June 2024, representing an increase in sales and net loss as compared to the total sales of approximately RMB412.2 million and net loss of approximately RMB4.8 million for the six months ended 30 June 2023. Based on the information currently available to the Board, the Board considers that such increase in total sales for the six months ended 30 June 2024 was mainly due to the increase in sales to snacks convenience stores chains and through e-commerce channels. The increase in net loss for the six months ended 30 June 2024 was primarily attributable to an increase in selling and distribution expenses as a result of the increase in the proportion of sales through snacks convenience stores chains and e-commerce channels, which were in smaller quantities for each delivery and required higher frequency of logistic services from services providers and logistic staff of the Group. In addition, more advertising and promotion expenses were incurred by the Group for the e-commerce channels.

The Company has yet to finalise the interim results of the Group for the six months ended 30 June 2024. The information contained in this announcement is only based on the preliminary assessment by the management with reference to the information currently available to the Board and is not based on any figures or information that has been audited or reviewed by the auditors or the audit committee of the Company and may therefore be subject to change. Shareholders and investors are advised to read carefully the interim results announcement of the Company for the six months ended 30 June 2024, which is expected to be published before the end of August 2024.

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

By Order of the Board  
**Labixiaoxin Snacks Group Limited**  
**Zheng Yu Huan**  
*Chairman*

Hong Kong, 9 August 2024

*As at the date of this announcement, the executive directors of the Company are Zheng Yu Long, Zheng Yu Shuang and Zheng Yu Huan; the non-executive director of the Company is Li Hung Kong; and the independent non-executive directors of the Company are Li Biao, Guo Li and Chung Yau Tong.*