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ZJLD

ZJLD Group Inc

珍酒李渡集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 6979)

PROFIT WARNING

This announcement is made by ZJLD Group Inc (the “**Company**”, together with its subsidiaries, collectively known as the “**Group**”) pursuant to Rule 13.09 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 of the Company (the “**Board**”) would like to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the unaudited consolidated management accounts of the Group and other information currently available, the Group is expected to record a revenue of approximately RMB2.40 billion to RMB2.55 billion for the six months ended June 30, 2025 as compared to a revenue of approximately RMB4.13 billion for the six months ended June 30, 2024. It is expected that the revenue for the period will decline by 38.3% to 41.9% year-on-year. The net profit attributable to the Shareholders for the six months ended June 30, 2025 under IFRS Accounting Standards is expected to decline by 23% to 24%. And an adjusted net profit (non-IFRS measure)¹ for the six months ended June 30, 2025 is expected to decline 39% to 40%. The said decrease was attributable to economic uncertainty and certain recent policies, which led to reduced spending on baijiu, particularly in business and social banquet and gifting occasions together with the influence of the relatively higher revenue and adjusted net profit (non-IFRS measure) for the six months ended June 30, 2024.

To address declining baijiu demand and drive business development, our Company has taken the following strategic actions including:

- (1) **Launch of a new strategic flagship product** – A new strategic flagship product under Zhen Jiu brand is introduced in June 2025, which is designed to address key industry challenges and demands, with considerable sales contributions expected in the second half of the year;

¹ Adjusted net profit (non-IFRS measure) represents profit for the period excluding equity-settled share-based payment expenses.

- (2) **Solidifying the competitive position of existing flagship products** – Our Company will adopt thorough sales policies and greater efforts on existing flagship products to deepen the market penetration in core regional markets, accelerate the channel turnover and stabilize the price system in distribution channel;
- (3) **Capture incremental consumption demands** – Our Company will accelerate efforts to tap into emerging consumer trends and usage occasions, such as products in mid to premium price ranges and products targeting birthday and wedding ceremony banquets.

The information contained in this announcement is only a preliminary assessment by the Board based on the unaudited consolidated management accounts of the Group, which have not been reviewed by the Company's external auditor and other information currently available to the Board. Shareholders of the Company and potential investors should note that the actual interim results of the Group for the six months ended June 30, 2025 may be different from what is disclosed in this announcement. Shareholders and potential investors are advised to read carefully the interim results announcement of the Group for the six months ended June 30, 2025 which will be published on or before August 31, 2025 pursuant to the requirements of the Listing Rules.

The Company will publish further announcement(s) in accordance with the requirements of the Listing Rules as and when necessary.

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

By order of the Board
ZJLD Group Inc
Mr. Wu Xiangdong
Executive Director and Chairman of the Board

Hong Kong, August 5, 2025

As at the date of this announcement, the Board comprises Mr. Wu Xiangdong, Mr. Yan Tao, Mr. Wu Qirong, Ms. Zhu Lin and Mr. Luo Yonghong as executive directors; Mr. Sun Zheng as non-executive director; and Mr. Li Dong, Ms. Yan Jisheng and Mr. Huang Ching-Shuan Johnson, as independent non-executive directors.