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## **Numans Health Food Holdings Company Limited**

### **紐曼思健康食品控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 2530)**

## **VOLUNTARY ANNOUNCEMENT BUSINESS UPDATE — LAUNCH OF NEW PRODUCTS**

This is a voluntary announcement made by Numans Health Food Holdings Company Limited (the “**Company**”, together with its subsidiaries, collectively the “**Group**”) to provide the shareholders of the Company (the “**Shareholders**”) and potential investors an update on the latest business development of the Group.

The Group is principally engaged in the marketing, sales and distribution of finished nutritional products in the People’s Republic of China (the “**PRC**”). The Group sells its nutritional products under its proprietary brands, namely “紐曼思” and “紐曼斯” (in English, “Nemans”), which can be broadly categorised into five main types, namely algal oil DHA, probiotics, vitamins, multi-nutrients and algal calcium products.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that the Group has launched new DHA algal oil products as part of its product portfolio expansion, details of which are set out below.

### **(1) Premium range — children’s DHA algal oil product**

The Group has launched a new DHA algal oil product under the name “紐曼思<sup>®</sup>DHA藻油(含神經酸)”, which is an extension of the Group’s existing DHA algal oil products and is formulated with DHA raw materials sourced from DSM, the internationally recognised supplier of nutritional ingredients for the Group’s existing products. The product is targeted at children aged between 6 and 16, extending the Group’s existing premium brand positioning to the school-age children segment.

### **(2) Mid-market range — DHA algal oil product made with raw materials imported from Europe**

The Group has launched a new series DHA algal oil product under the name “歐版紐曼思<sup>®</sup>DHA藻油”, produced with raw materials imported from Europe. The series is positioned at a lower retail price and is targeted at the mid-market segment, in

response to the evolving consumption patterns in the PRC and increasingly value-conscious consumer sentiment. The products of the series cover pregnant postpartum women, infants and school-age children.

All these new products are now available across all major online e-commerce platforms of the Group, covering both general trade (import) and cross-border e-commerce models, as well as the Group's offline distribution channels.

The Board believes that the launch of these new products broadens the Group's product portfolio and customer base, extending its coverage across a wider range of age groups and price tiers.

The new products are at an early stage following their launch, and their commercial performance will be subject to, among other things, market acceptance, consumer demand and competition. Accordingly, there is no assurance that the new products will achieve their expected sales or contribute materially to the Group's financial performance.

The launch of the new products is in the ordinary and usual course of business of the Group and does not, in itself, constitute a notifiable transaction or a connected transaction of the Company under the Listing Rules.

This announcement contains certain forward-looking statements which involve risks and uncertainties. Such forward-looking statements reflect the current views of the Board with respect to future events and are not a guarantee of future performance. Actual results, performance or developments may differ materially from those expressed or implied by such forward-looking statements. Shareholders and potential investors should not place undue reliance on such statements.

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

By order of the Board  
**Numans Health Food Holdings Company Limited**  
**Wang Ping**  
*Chairman*

Hong Kong, 10 June 2026

*As at the date of this announcement, the executive Directors are Mr. Wang Ping and Ms. Cui Juan; the non-executive Director is Mr. Chan Hok Leung; and the independent non-executive Directors are Ms. Yim Wing Yee, Mr. Lau Kwok Fai Patrick and Mr. Yu Tsz Ngo.*