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卫龙美味全球控股有限公司
WEILONG Delicious Global Holdings Ltd
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 9985)

VOLUNTARY ANNOUNCEMENT
SALES DATA OF SNACKS SPECIALTY RETAILERS CHANNEL
IN AUGUST 2023

This announcement is made by WEILONG Delicious Global Holdings Ltd (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis.

The board of directors of the Company (the “**Board**”) gladly announces sales data of the Company in snacks specialty retailers channel in August 2023. In August 2023, the Group has sold 371,783 boxes¹ of products through snacks specialty retailers channel, covering a wide range of seasoned flour products, vegetable products and bean-based products, with a month-on-month increase of 38.1% compared with the number of boxes of products sold in July 2023. The sales of snacks specialty retailers channel continue to rise and grow rapidly.

Facing the diversified changes in the channels of China’s snack food industry and the decline of consumer traffic in some offline sales channels, the Group actively embraces the growth opportunities brought by the emerging snacks specialty retailers channel and continues to strengthen its omni-channel operation and expansion strategy. In recent months, the Group has entered into cooperation with several tens of systems of snacks specialty retailers to further expand the young customer base, develop offline sales networks, and obtain more consumer feedback through this emerging channel by differentiated products and pricing strategies, thereby further enhancing consumer experience.

This announcement is made by the order of the Board. The Board collectively and individually accepts responsibility for the accuracy of this announcement.

¹ The Standard Storage and Sales Unit of the Company

Shareholders of the Company and public investors are advised to exercise caution in dealing with the shares of the Company.

By order of the Board
WEILONG Delicious Global Holdings Ltd
LIU Weiping
Chairman

Hong Kong, China
14 September 2023

As at the date of this announcement, the executive directors of the Company are Mr. LIU Weiping, Mr. LIU Fuping, Mr. SUN Yinong, Mr. PENG Hongzhi, Mr. LIU Zhongsi and Mr. CHEN Lin; and the independent non-executive directors of the Company are Ms. XU Lili, Mr. ZHANG Bihong and Ms. XING Dongmei.