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JIN MI FANG GROUP HOLDINGS LIMITED

今米房集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8300)

VOLUNTARY ANNOUNCEMENT

CONSOLIDATION OF DATA RESOURCES INTO BALANCE SHEET AND LISTING OF DATA PRODUCTS ON THE SHANGHAI DATA EXCHANGE

This announcement is made by JIN MI FANG GROUP HOLDINGS LIMITED (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to keep the shareholders (the “**Shareholders**”) and potential investors of the Company informed of the latest business developments of the Group.

Reference is made to the Company’s announcement dated 26 July 2025 regarding the proposed acquisition of 55% equity interest in Nanjing Zerui Longxiang Supply Chain Management Co., Ltd.* (南京澤瑞龍祥供應鏈管理有限公司) (“**Zerui Longxiang**”), which is expected to generate synergies, including cost efficiencies from streamlined operations, improved margin retention, and enhanced cross-selling opportunities between the Group’s catering business and the food and wine distribution segments. By owning “Zerui Longxiang AI Store*” (「澤瑞龍祥AI小店」), the e-commerce platform operated by Zerui Longxiang, the Company will gain direct access to customer data and insights, enabling more targeted marketing and product development.

THE CONSOLIDATION OF DATA RESOURCES INTO BALANCE SHEET AND LISTING OF DATA PRODUCTS

The board (the “**Board**”) of directors (the “**Director(s)**”) of the Company is pleased to announce that, under the guidance of the Shanghai Data Exchange (上海數據交易所) which is a pivotal platform for cross-border data exchange based in Shanghai in the People’s Republic of China and led by Jiangsu Three Dwarfs Network Technology Co., Ltd.* (江蘇三個小矮人網絡科技有限公司), Zerui Longxiang has achieved the initial registration of its data resources on the Shanghai Data Exchange. The source of the relevant data resources is from the Zerui Longxiang AI Store. The Board believes that Zerui Longxiang AI Store will vertically integrate the Group’s sales and distribution capabilities for food and wine products, whereas the consolidation of Zerui Longxiang’s data resources into balance sheet will not only standardise data management and application, revitalise data resources, and release data value of the Group, but will also create a new financing channel, alleviate financial pressure, and achieve the preservation and appreciation of data assets of the Group.

Meanwhile, Zerui Longxiang’s first data product, Zerui Longxiang E-commerce Consumer Behaviour Insights* (澤瑞龍祥電商消費行為洞察), has been successfully listed on the Shanghai Data Exchange. By leveraging the Shanghai Data Exchange’s Data Asset Trading Service System (DAM), the Board believes the listing of data products may help connect enterprise data assets with financial market services, which may enhance the Group’s access to financing, lower capital costs, and accelerate transaction execution.

BENEFITS OF THE CONSOLIDATION OF DATA RESOURCES INTO BALANCE SHEET AND LISTING OF DATA PRODUCTS

The Board is of the view that the above business is beneficial to the Company and the Shareholders as a whole because it may (i) improve data-asset governance by enabling a more comprehensive understanding and management of data resources; (ii) support data circulation by promoting sharing and exchange, encouraging cross-border collaboration (subject to compliance with the applicable laws and regulations), and driving value creation; (iii) help unlock value and empower development by establishing a sound basis for data asset valuation, trading and financing, thereby supporting the financialisation and innovative use of data assets; and (iv) promote standardisation and mutual recognition of data by linking the data product trading market with the data asset trading market to build a unified data element market, positioning the Company as a pioneering enterprise in national consensus-value e-commerce and in implementing the Interim Provisions on Accounting Treatment of Enterprise Data Resources (《企業數據資源相關會計處理暫行規定》) promulgated by the Ministry of Finance of the People’s Republic of China.

Accordingly, the Board believes that the above business will (i) enhance the Group's participation in the e-commerce industry, (ii) enable direct access to user interaction data and market insights for supply chain optimisation, and (iii) create incremental data-asset revenue streams that complement the Group's existing catering services and wine distribution businesses, thereby contributing positively to the Group's revenue growth and profitability.

By order of the Board
JIN MI FANG GROUP HOLDINGS LIMITED
今米房集團控股有限公司
Zhou Feng
Chairman and Executive Director

Hong Kong, 22 August 2025

As at the date of this announcement, the executive Directors are Mr. Zhou Feng, Ms. Zhang Miao and Ms. Shen Wenchai, and the independent non-executive Directors are Mr. Ho Lik Kwan Luke, Mr. Lam Lap Sing and Ms. Lau Wai Hing.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the "Latest Listed Company Information" page of the Stock Exchange's website at www.hkexnews.hk for at least seven days from the date of its posting. This announcement will also be published on the Company's website at www.jmfghl.com.

* *For identification purposes only*