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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
COMPLETION OF THE ACQUISITION OF 55% EQUITY
INTEREST IN ZERUI LONGXIANG**

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.

References are made to (i) the Company’s announcement dated 26 July 2025 (“**Announcement 1**”) 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**”); and (ii) the Company’s announcement dated 22 August 2025 (“**Announcement 2**”) regarding the consolidation of data resources into balance sheet and listing of data products on the Shanghai Data Exchange.

The board of directors (the “**Director(s)**”) of the Company (the “**Board**”) is pleased to announce that the Group’s acquisition of 55% equity interest in Zerui Longxiang (the “**Acquisition**”) has been formally completed following the issue of the updated business licence of Zerui Longxiang dated 24 September 2025 (the “**Completion Date**”) by the Nanjing Jiangbei New Area Management Commission Market Supervision Administration of the People’s Republic of China (the “**PRC**”).

As the highest applicable percentage ratio (calculated in accordance with Rule 19.07 of the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”)) of the Acquisition as at the Completion Date is below 5%, the Acquisition does not constitute a notifiable transaction for the Company under Chapter 19 of the GEM Listing Rules.

As disclosed in Announcement 1, Zerui Longxiang is principally engaged in Internet cultural management, Internet of Things (IoT) application services, information system integration services, software development and technical services. Zerui Longxiang operates an e-commerce platform, namely “Zerui Longxiang AI Store*” (「澤瑞龍祥AI小店」) (the “**Platform**”), which allows suppliers or distributors to directly sell their products (ranging from fresh and live food products, pre-packaged food and beverages (including liquor) to daily necessities and lifestyle products), through the Platform. The Acquisition 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 the Platform through Zerui Longxiang, the Company will gain direct access to customer data and insights, enabling more targeted marketing and product development.

The Acquisition aligns with the Group’s strategic initiative to vertically integrate its sales and distribution capabilities for food and wine products, thereby enhancing control over its supply chain and sales channels. The Acquisition will also strengthen the Group’s competitive position by consolidating its market presence and providing a scalable platform for future expansion. These benefits are anticipated to contribute positively to the Group’s revenue growth and profitability, delivering long-term value to Shareholders.

As disclosed in Announcement 2, Zerui Longxiang has also achieved the initial registration of its data resources on the Shanghai Data Exchange, a pivotal platform for cross-border data exchange based in Shanghai in the PRC. The source of the relevant data resources is from the Platform. The Board believes that the Platform 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. Further, 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 already 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. 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.

The completion of the Acquisition marks a significant milestone for the Group. Following the completion of the Acquisition, Zerui Longxiang has become a non-wholly owned indirect subsidiary of the Company and its financial results will be consolidated into the Company’s consolidated financial statements.

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, 30 September 2025

As at the date of this announcement, the executive Directors are Mr. Zhou Feng and Ms. Zhang Miao, 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 GEM Listing Rules 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*