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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 OCTOBER 2023
AND PROGRESS OF NEW PRODUCTS

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**”) announces sales data of the Company in snacks specialty retailers channel in October 2023. Impacted by the seasonal adjustment after the National Day and the Mid-autumn Festival holidays, the Group has sold 420,157 boxes¹ of products through snacks specialty retailers channel in October 2023, covering a wide range of seasoned flour products, vegetable products and bean-based products, with a slight month-on-month decrease of 3.1% compared with the number of boxes of products sold in September 2023. The sales of snacks specialty retailers channel keep steady in October 2023 with a continuing upward trend.

Facing the diversified changes in the channels of China’s snack food industry and a drop in the consumer flow of some offline channels, the Group actively embraces the growth opportunities brought by the emerging snacks specialty retailers channel, and continues to strengthen the operation and expansion strategy of omni-channel. In recent months, the Group has entered into cooperation with main snack 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.

¹ The Standard Storage and Sales Unit of the Company

In order to meet the changing market demand and consumer preferences, the Group continues to strengthen the existing product matrix while introducing new products. Following the introduction of a new latiao product with spicy flavor “BADA0 Panda” in September 2023, the Group launched a new konjac product “XIAOMONV” in October 2023, which further enriches the Group’s product matrix and is expected to bring new growth opportunities for the Group.

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

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 November 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.