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凤祥食品

SHANDONG FENGXIANG CO., LTD.

山東鳳祥股份有限公司

(A joint stock company incorporated in the People's Republic of China with limited liability)

(Stock Code: 9977)

**VOLUNTARY ANNOUNCEMENT
BUSINESS UPDATE**

This announcement is made by Shandong Fengxiang Co., Ltd. (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to provide the shareholders and potential investors of the Company with the latest business developments regarding the Group for the third quarter of 2024.

For the third quarter of 2024, the Group achieved unaudited total revenue of approximately RMB1,474.4 million, representing an increase of 2.2% as compared to approximately RMB1,442.4 million for the third quarter of 2023, and an increase of 9.5% as compared to approximately RMB1,346.0 million for the second quarter of 2024.

In terms of channels: the new centralised procurement business for the third quarter of 2024 achieved revenue of approximately RMB351.3 million, representing an increase of 9.6% as compared to approximately RMB320.6 million for the third quarter of 2023, and an increase of 8.7% as compared to approximately RMB323.0 million for the second quarter of 2024; and the major customer business under the new centralised procurement business for the third quarter of 2024 achieved revenue of approximately RMB258.1 million, representing an increase of 6.7% as compared to approximately RMB242.0 million for the third quarter of 2023, and an increase of 3.2% as compared to approximately RMB250.0 million for the second quarter of 2024; the new retail business for the third quarter of 2024 achieved revenue of approximately RMB102.7 million, representing a decrease of 7.9% as compared to approximately RMB111.5 million for the third quarter of 2023, and an increase of 2.5% as compared to approximately RMB100.2 million for the second quarter of 2024; the new export business for the third quarter of 2024 achieved revenue of approximately RMB446.4 million, representing an increase of 12.2% as compared to approximately RMB397.8 million for the third quarter of 2023, and a decrease of 1.8% as compared to approximately RMB454.8 million for the second quarter of 2024.

In terms of products: the sales volume of processed chicken meat products for the third quarter of 2024 was approximately 39,000 tons, representing an increase of 14.2% and an increase of 0.8% as compared to the third quarter of 2023 and the second quarter of 2024, respectively; revenue from sales of processed chicken meat products was approximately RMB758.2 million, representing an increase of 7.4% and a decrease of 1.5% as compared to the third quarter of 2023 and the second quarter of 2024, respectively; the sales volume of raw chicken meat products for the third quarter of 2024 was approximately 80,000 tons, representing an increase of 13.1% and an increase of 27.1% as compared to the third quarter of 2023 and the second quarter of 2024, respectively; revenue from sales of raw chicken meat products was approximately RMB665.7 million, representing a decrease of 2.1% and an increase of 24.0% as compared to the third quarter of 2023 and the second quarter of 2024, respectively. The non-core business, including chicken breeds, for the third quarter of 2024 achieved sales revenue of approximately RMB50.5 million.

In the third quarter of 2024, the revenue from processed chicken meat products was approximately RMB758.2 million, representing 51.4% of the Group's revenue.

The board of directors of the Company (the “**Board**”) hereby reminds the shareholders and potential investors of the Company that the above announcement is made based on unaudited operational data of the Group and the information to the extent available to the Group and such data or information has not been audited or reviewed by the Company's auditor or the Company's audit committee. Differences may arise between such figures and the disclosure in subsequent results announcements, financial reports and/or other relevant corporate materials.

The content of this announcement does not constitute a profit alert or profit warning and is only for the cautious reference of the shareholders and potential investors of the Company.

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

By order of the Board
Shandong Fengxiang Co., Ltd.
Zhu Lingjie
Chairman

Shandong, the PRC, 31 October 2024

As at the date of this announcement, the Board comprises Mr. Xiao Dongsheng and Mr. Shi Lei as executive directors; Mr. Qiu Zhongwei, Mr. Lu Wei, Mr. Zhu Lingjie and Ms. Zhou Ruijia as non-executive directors; and Ms. Wang Anyi, Ms. Zhao Yinglin and Mr. Chung Wai Man as independent non-executive directors.