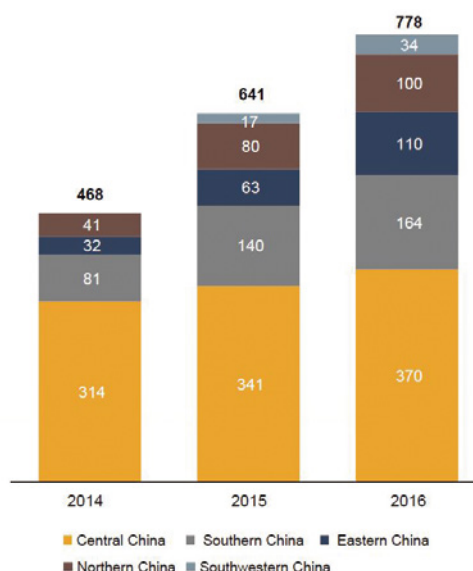




I. 2016 Annual Results Achieved Record High

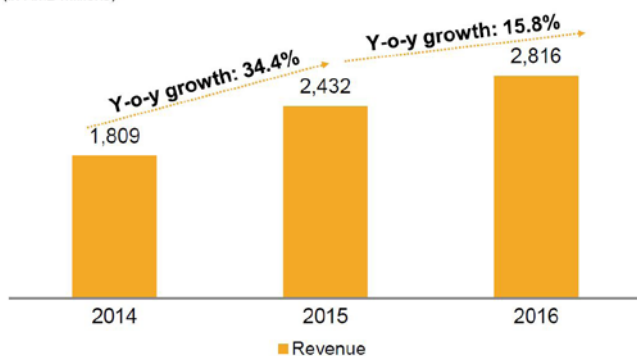
On 22 March, Zhou Hei Ya (1458.HK) announced its first annual results since listing. In the reporting year, we continued to carry out our expansion plans, and obtained satisfactory performance growth by leveraging our store network expansion, continuously upgrading product mix with premium quality and our increasingly recognized brand awareness in China.

Number of self-operated retail stores (by regions)



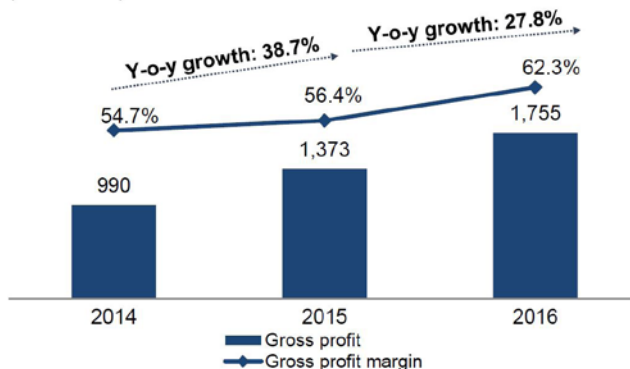
Revenue

(in RMB millions)



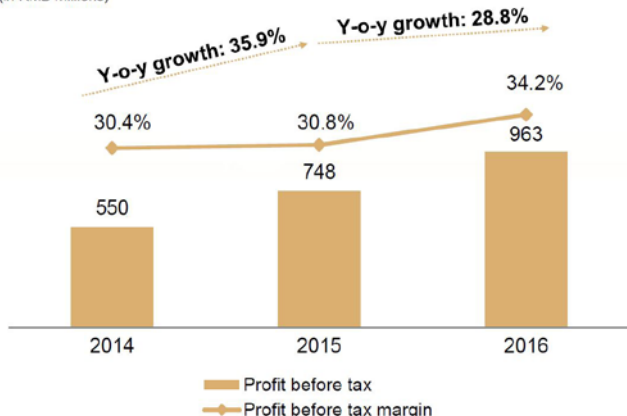
Gross profit

(in RMB millions)



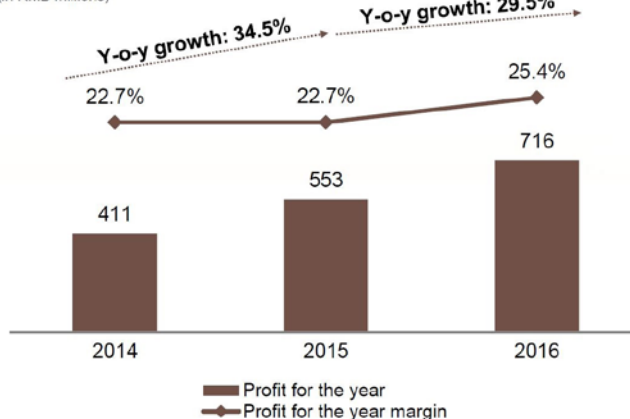
Profit before tax

(in RMB millions)



Profit for the year

(in RMB millions)



On 23 March, we held our first Annual Results Presentation at Mandarin Oriental, Central, Hong Kong. Mr. Zhou Fuyu, Chairman of the Board, Mr. Hao Lixiao, Chief Executive Officer, Ms. Tong Yingxiang, Chief Financial Officer, as well as Mr. Richard Lin, Head of Investment and Capital Market shared the achievements in 2016 and the outlook for 2017 with investors, analysts and Hong Kong media.



From left to right: Ms. Tong Yingxiang, Chief Financial Officer, Mr. Zhou Fuyu, Chairman of the Board, Mr. Hao Lixiao, Chief Executive Officer, and Mr. Richard Lin, Head of Investment and Capital Market, of Zhou Hei Ya International Holdings Company Limited.



Product displayed at the 2016 Annual Results Investors and Analysts Presentation.



Full house at the 2016 Annual Results Investors and Analysts Presentation.



II. Zhou Hei Ya's initiatives in 2017 for new products and new markets

Zhou Hei Ya centers efforts on innovation and reinvention. In the first quarter of 2017, we launched three new MAP products, namely braised Chiba tofu, braised dried bean curds and braised peanut. Along with our existing classic products, consumer tastes and choices have been better met.



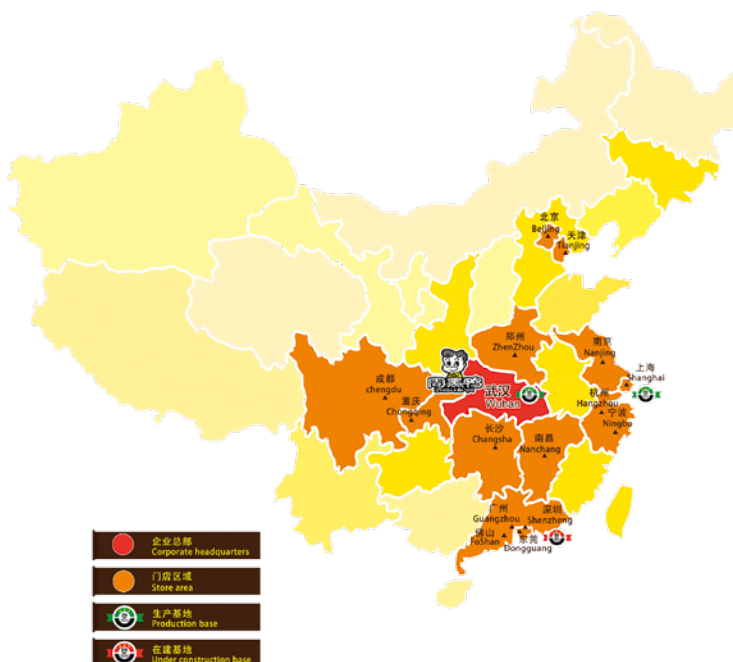
Braised Chiba tofu



Braised dried bean curds



Braised peanut



At the same time, we successfully entered Foshan market in Guangdong Province - the Oriental Plaza Branch and Zumiao Road Branch officially opened in March.

On May 5, we will hold a new product launch event. Consumers, fans, investors, all are invited to explore new excitement of Zhou Hei Ya. We will also organize reverse roadshows for investors, analysts and media, in order to update expansion progress, business progress, future plans and other information to the above parties.

III. Widespread industry recognition

As a brand enterprise specializing in research and development, production and sales of cooked braised food, such as ducks, geese, duck by-products and vegetables, we take stringent quality control over the entire supply chain and all sales channels to ensure that our products are of high quality and meet national food safety standards. Recently, we won the "Quality Leading Brand of the National Food Industry" and "National Demonstration Enterprise for Credible Products and Services" awards issued by the China Association for Quality Inspection, and the "Innovation Leadership Award" for food enterprises issued by the Hubei Food Industry Association. These awards are undoubtedly affirmation and encouragement for all aspects of our work, and we are stimulated to further develop our business.



"Innovation Leadership Award" for food enterprises issued by the Hubei Food Industry Association



"National Demonstration Enterprise for Credible Products and Services" award issued by the China Association for Quality Inspection



"Quality Leading Brand of the National Food Industry" award issued by the China Association for Quality Inspection



IV. More Entertainment, More Fun; Zhou Hei Ya accompanies you all the way

Regardless of workdays or holidays, Zhou Hei Ya accompanies its consumers all the way. Whether during January's Chinese New Year family reunions, February's couple gatherings in Valentine's Day, or March and April's spring outings for peach blossom enjoyment, Zhou Hei Ya always accompanies each and every consumer, and shares every bite of joy and happiness with them.



Corporate Newsletter (Issue 1)

26 April 2017

“More Entertainment, More Fun” is the brand philosophy of Zhou Hei Ya. We endorsed a mainstream domestic film “Buddies in India”. A series of commercial activities to promote our products have been taken place alongside film roadshow during Chinese New Year. In the story, Zhou Hei Ya is undoubtedly a good companion of Tianpeng. We also hope that we can be a good companion of each and every customer, making every journey cheerful and



Poster of “Buddies in India”



An Easter egg of “Buddies in India” was being played in a Zhou Hei Ya retail store



A still of “Buddies in India”



A roadshow of “Buddies in India” in Changsha

Corporate Newsletter (Issue 1)

26 April 2017

V. A well-recognized IPO by the capital market

Since successfully listed on the Main Board of the Stock Exchange of Hong Kong Limited on 11 November 2016, Zhou Hei Ya has won wide recognition in the capital market, including the “Best IPO - Offshore” award from Asiamoney¹, “Hong Kong Equity Issue” award of 2016 from IFR Asia, and “Best Brand Value Award” issued by China Financial Market in the 2016 China Financial Market Listed Companies Awards.



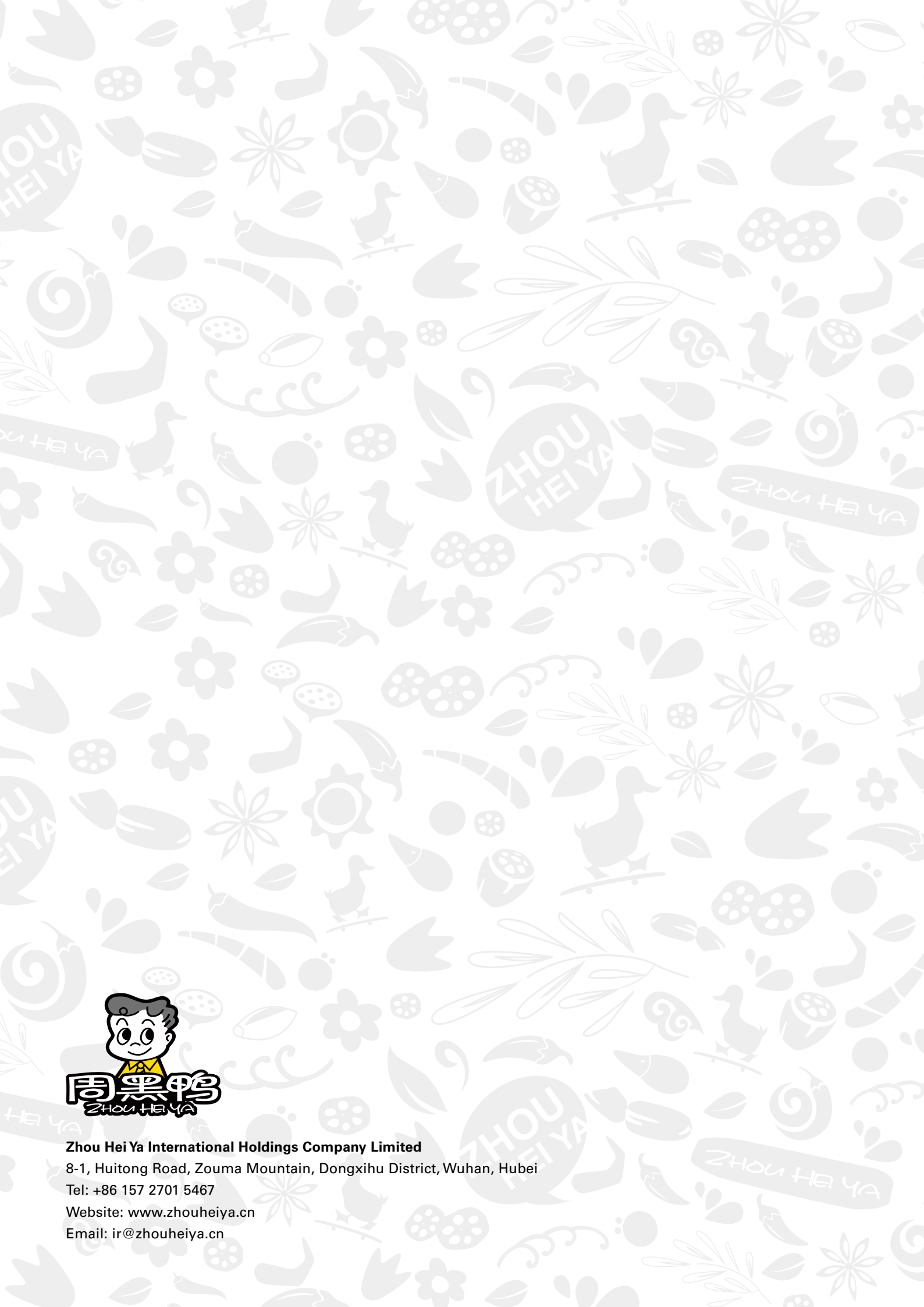
“Hong Kong Equity Issue” award of 2016 from IFR Asia



“Best Brand Value Award” issued by China Financial Market in the 2016 China Financial Market Listed Companies Awards

It is even more worth celebrating that on 6 March, 2017, we were officially included in the Hang Seng Composite LargeCap & MidCap Index so that mainland investors can trade through Shanghai-Hong Kong Stock Connect and Shenzhen-Hong Kong Stock Connect.

¹ Zhou Hei Ya International Holdings Company Limited won the “Best IPO - Offshore” award from Asiamoney <http://www.globalcapital.com/article/b128512b64hm13/made-in-china-the-best-banks-and-deals-of-2016>



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