

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



**AOM International**

## **AOM INTERNATIONAL GROUP COMPANY LIMITED**

### **權識國際集團股份有限公司**

*(formerly known as Kiu Hung International Holdings Limited 僑雄國際控股有限公司\*)*

*(Incorporated in the Cayman Islands with limited liability and continued in Bermuda with limited liability)*

**(Stock Code: 00381)**

### **VOLUNTARY ANNOUNCEMENT UPDATES ON BUSINESS DEVELOPMENT IN CHINESE HERBS BUSINESS**

This announcement is made by AOM International Group Company Limited (the “**Company**”) and its subsidiaries (collectively referred to as the “**Group**”) on a voluntary basis to provide the shareholders and potential investors of the Company with updates in relation to the development of the Group’s Chinese herbs business.

#### **COOPERATION AGREEMENT**

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that on 16 January 2025 (after trading hours on the Stock Exchange), Kiu Hung (Fujian) Investment Company Limited\* (僑雄(福建)投資有限公司) (“**Kiu Hung Fujian**”), a wholly-owned subsidiary of the Company, entered into a strategic cooperation agreement with Hunan Shilin Commercial Management Company Limited\* (湖南士林商業管理有限公司) (“**Hunan Shilin**”) in respect of the cooperation to develop the business related to medicinal cuisine stew stores (the “**Cooperation**”).

To the best of the Directors’ knowledge, information and belief, having made all reasonable enquiries, each of Hunan Shilin and their ultimate beneficial owners are independent third parties.

\* For identification purposes only

## **COOPERATION**

Pursuant to the cooperation agreement, Kiu Hung Fujian and Hunan Shilin will expand the business of medicinal cuisine stew stores, centered on the concept of medicine-food homology, across various provinces nationwide by utilizing over 200 products from the Group's medicinal base of Hubei Jincaotang Pharmaceutical Co., Ltd. (“**Hubei Jincaotang**”).

Kiu Hung Fujian is responsible for ensuring the legal validity of brand trademarks and the stability of raw material supply, providing necessary technical support and training to ensure the product quality of franchise stores.

Hunan Shilin is responsible for identifying and selecting qualified franchisees, ensuring the robust development of the franchise network, as well as overseeing the uniform renovation standards of stores, market promotion, and daily operation.

The goal of the Cooperation is to open 5,000 medicinal cuisine stew stores within one year. The franchise fee for each franchisee is RMB200 thousand, with total revenue expected to reach RMB1 billion.

## **TERM**

The term of the cooperation agreement shall be 1 year from 16 January 2025 to 15 January 2026 (the “**Term**”).

## **INFORMATION ABOUT HUNAN SHILIN**

### **Hunan Shilin**

Hunan Shilin is a company established in the PRC on 5 July 2017, primarily engaged in commercial complex management services, property management, hotel management, catering management, conference and exhibition services, and socio-economic consulting services.

## **REASONS FOR AND BENEFITS OF THE COOPERATION**

The Group is principally engaged in (i) manufacturing and trading of toys and gifts items; (ii) exploration of natural resources; (iii) Chinese herbs business and (iv) investment in various potential businesses including fruit plantation, yellow wine, leisure and culture.

In recent years, with the improvement of living standards and the enhancement of health awareness, the demand for food with health benefits has been growing. The concept of medicine-food homology aligns with this trend, achieving the goals of disease prevention and physical enhancement through food. The medicinal cuisine stew store, as a specific practice of the concept of medicine-food homology, has great market potential. Especially for consumers pursuing a healthy lifestyle and focusing on dietary adjustments, the medicinal cuisine stew store holds unique appeal.

Medicine-food homology is an important part of traditional Chinese medicine culture. Through the format of medicinal cuisine stew stores, this culture can be preserved and promoted, while integrating modern technology for product innovation to meet the diverse needs of consumers. The Group can achieve brand expansion and diversified operations through the expansion of the medicinal cuisine stew store business, thereby reducing operational risks and enhancing market competitiveness.

The cooperation agreement represents a new step for the Group in the Chinese herbs business, and the Group expects to further expand its influence.

After considering the above, the Directors believe that the cooperation agreement is in the interests of the Group, and that the terms and conditions of the cooperation agreement are established on normal commercial terms, are fair and reasonable, and are in the interests of the Company and its shareholders as a whole.

### **IMPLICATIONS UNDER THE LISTING RULES**

As the transaction contemplated under the cooperation agreement is revenue in nature and conducted in the usual and ordinary course of business of the Group, the entering into of the cooperation agreement does not constitute a notifiable transaction under Chapter 14 of the Listing Rules.

By order of the Board  
**AOM International Group Company Limited**  
**Yang Ling**  
*Chairman*

Hong Kong, 16 January 2025

*As at the date of this announcement, the Board comprises five executive Directors, Mr. Yang Ling, Mr. Li Lizhong, Mr. Liu Mingqing, Mr. Sun Weiwei and Mr. Yang Bincheng; one non-executive director Mr. Tang Sing Hing Kenny; and three independent non-executive Directors, Mr. Chak Ching Long, Mr. Wang Xiao Ning and Ms. Chen Yuxin.*