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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

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 on business development of the Group.

COOPERATION AGREEMENT

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that on 17 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 Qiuzhiyun IoT Technology Company Limited* (湖南秋之韻物聯科技有限公司) (“**Hunan Qiuzhiyun**”) in respect of the cooperation in the expansion of the sales network of the products (the “**Cooperation**”).

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

COOPERATION

Pursuant to the Cooperation Agreement, Kiu Hung Fujian has agreed to provide a full range of the Group’s products, including but not limited to yellow wine, Chinese herbs and toys, for Hunan Qiuzhiyun to conduct sales promotion. Hunan Qiuzhiyun is responsible for developing and maintaining the terminal sales network by leveraging on its own resource strengths with the target of expanding 5,000 new customers for the Group within one year, which is expected to increase the annual revenue by RMB500 million.

* For identification purposes only

Kiu Hung Fujian is responsible for providing products of qualified quality and conforming to the national standards, ensuring the stability of product supply, and providing the necessary product training, marketing information and technical support according to the needs of Hunan Qiuzhiyun, as well as regularly conducting business matching with Hunan Qiuzhiyun to analyze the market dynamics and adjust the marketing strategy together.

Hunan Qiuzhiyun is responsible for actively expanding its terminal sales network by leveraging on its own platform and resources to ensure that annual targets are met. Meanwhile, it is also responsible for product promotion, customer maintenance and after-sales service, increasing the market share of the products, and providing regular feedbacks to Kiu Hung Fujian on market information and customer feedback to assist Kiu Hung Fujian in improving its products and services.

TERM

The term of the cooperation agreement shall be 1 year from 17 January 2025 to 16 January 2026 (the “**Term**”).

INFORMATION ABOUT HUNAN QIUZHIYUN

Hunan Qiuzhiyun

Hunan Qiuzhiyun is a company established in the PRC on 18 April 2023, focusing on the application of IoT technology to achieve faster growth for its customers. The substantial investment in information technology services has enhanced the technical strength and service standard of Hunan Qiuzhiyun to provide higher quality products and services to our customers.

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.

The Group has extensive experience and resources in the manufacture and sale of toys and gifts, trading of Chinese herbs and fruit plantation, etc., while Hunan Qiuzhiyun has expertise in software development, information technology services and application of IoT technology. The cooperation between the two parties can make full use of their respective strengths to form a complementary effect and enhance the overall competitiveness.

Hunan Qiuzhiyun’s IoT technology and information technology can provide intelligent and convenient solutions for the Group’s product sales. Through technological innovation, both parties can jointly develop new sales channels and marketing models to enhance sales efficiency and customer experience. The cooperation between the two parties can realize the sharing of resources and complementary advantages, and reduce procurement costs and operating costs. By optimizing supply chain management and logistics, both parties can further improve operational efficiency and reduce costs.

The Company, as an influential enterprise in various fields, has a high degree of brand awareness and reputation. Hunan Qiuzhiyun, as an emerging technology-based enterprise, is recognized by the industry for its technological strength and innovation capability. The cooperation between the two parties can enhance the influence of their respective brands and create brand synergies.

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, 17 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.