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## **Jia Group Holdings Limited**

**佳民集團有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 8519)**

### **VOLUNTARY ANNOUNCEMENT BUSINESS UPDATE—CLOUD KITCHEN AND VIRTUAL BRANDS**

This announcement is made by JIA Group Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) to provide its shareholders and potential investors with the latest business development of the Group.

Recently, Benefit King Limited, an indirectly wholly owned subsidiary of the Group, has commenced operation of the Group’s first cloud kitchen in the Fo Tan district of Hong Kong, which enables more catering brands to operate simultaneously and enhances space utilization, while expanding business scale. The cloud kitchen is also increasing vigorously the sale channels and establishing close cooperation with app-based meal delivery platform to provide meal services for the residential and commercial communities of Fo Tan, Sha Tin, Kau To Shan, Pak Shek Kok and Hong Kong Science Park in the first phase.

As an extension of cloud kitchen business, the Group has also created three virtual brands to offer Cantonese dim sum, Cantonese stir fry and Thai curry respectively.

In recent years, e-commerce has gained popularity, which has given birth to new business models. The Group will continue to identify opportunities to grow our cloud kitchen and virtual brand businesses in Hong Kong, including intra-industry and cross-industry cooperation. We will make announcement(s) updating the business development of the Group when appropriate.

By Order of the Board  
**Jia Group Holdings Limited**  
**Wong Pui Yan**  
*Chairperson and Executive Director*

Hong Kong, 28 December 2020

*As at the date of this announcement, the Board comprises Ms. Wong Pui Yan and Ms. Wan Suet Yee Cherry as executive Directors; Mr. Leung Yuk Lun Ulric, Mr. Devin Nijanthan Chanmugam and Mr. Wee Keng Hiong Tony as independent non-executive Directors.*

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