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3. Affected by the structural adjustment to the macro-consumption environment, revenue from offline channels declined slightly due to the trend of conservative spending by offline customers, and the revenue from online channels achieved a steady growth.

The results of the Group for the year ended December 31, 2024 are subject to finalization and the actual results of the Group for the year ended December 31, 2024 will be disclosed in the annual results announcement in accordance with the Listing Rules.

The Company would like to remind the Shareholders and potential investors of the Company that the information set out in this announcement is based on a preliminary assessment with reference to the information currently available to the Board and has not been reviewed by the audit committee of the Company and the independent auditor of the Company, respectively, and may differ with the actual annual results for the year ended December 31, 2024 of the Group. Should there be other matters that will have any further material impact on the estimated net profit of the Group for the year ended December 31, 2024, further announcement(s) will be made as and when appropriate.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the securities of the Company and read carefully the annual report announcement of the Company for the year ended December 31, 2024, which is expected to be published in March 2025.

By Order of the Board
Xiao En, Chairman of the Board
廈門燕之屋燕窩產業股份有限公司
AG
Chairman and Executive Director

Hong Kong, February 14, 2025

As at the date of this announcement, the Board comprises (i) Mr. HUANG Jian, Mr. ZHENG Wenbin, Mr. LI Youquan and Ms. HUANG Danyan as executive Directors; (ii) Mr. LIU Zhen and Mr. WANG Yalong as non-executive Directors; and (iii) Mr. XIAO Wei, Mr. CHEN Aihua and Mr. LAM Yiu Por as independent non-executive Directors.