

**Zhejiang Supor Co., Ltd.****Business Performance Brief of 2024**

This Company and all members of the Board of Directors hereby warrant that all information disclosed here are true, accurate and complete, and contain no fictitious statement, misleading information or significant omission.

**Special Notes:**

The financial data for 2024 fiscal year as stated below, audited by the internal auditing department of the Company, have not been audited by the certified public accountants. Therefore, investors are kindly reminded to pay attention to possible investment risks because there may be deviations from the financial data audited by the certified public accountants.

**I. Major Financial Data for 2024 Fiscal Year**

Unit: RMB

	2024	2023	Increase/decrease (%)
Total sales	22,427,337,986.39	21,303,948,642.66	+5.27%
Operating profit	2,732,270,616.35	2,681,323,324.18	+1.90%
Total profit	2,732,357,095.86	2,684,718,454.70	+1.77%
Net profit attributable to shareholders of listed company	2,244,444,529.35	2,179,798,147.27	+2.97%
Net profit attributable to shareholders of listed company with non-recurring profit or loss deducted	2,065,791,875.87	1,994,465,695.85	+3.58%
Basic earnings per share (yuan/share)	2.820	2.719	+3.71%
Weighted average return on equity	37.27%	34.62%	Increased by 2.65 pct.
	End of Dec. 2024	Beginning of Jan. 2024	Increase/decrease (%)
Total assets	13,282,345,163.58	13,106,703,607.00	+1.34%
Net assets attributable to shareholders of listed company	6,424,414,343.69	6,345,333,020.11	+1.25%
Share capital	801,359,733.00	806,708,657.00	-0.66%
Net assets per share attributable to shareholders of listed company	8.02	7.87	+1.91%

Note: The above data are obtained from the consolidated statement of the Company.

## **II. Introduction of Business Performance and Financial Status**

The total sales for 2024 fiscal year reached RMB 22,427,337,986.39, increased by 5.27% YoY; total profit was RMB 2,732,357,095.86, increased by 1.77% YoY; and the net profit attributed to the listed company was RMB 2,244,444,529.35, increased by 2.97% YoY. In which,

1. The increase rate of 5.27% for total sales: the domestic sales declined slightly compared with that last year among the complex market environment and more rational consumer demands. However, the Company gained the market shares of core categories on both online and offline channels with continuous innovation and strong channel competitive advantage. The export sales achieved good growth during reporting period compared with that last year benefited from the sales to the Company's key export customer which increased quickly.

2. The growth rate of 2.97% for net profit attributable to shareholders of listed company: given the fiercely competitive market environment, the Company has taken proactive measures to maintain relative stability in the gross profit margin, and continue to improve marketing efficiency and strictly control expenses, while continuing to increase investment in R&D and innovation, enriching product categories and launching more competitive products. Moreover, government subsidies included in the Company's current profit and loss increased compared with that last year.

3. The weighted average return on equity increased by 2.65 pct.: mainly due to the increase of net profit attributable to shareholders of listed company during reporting period compared with that last year, and weighted average net assets decreased led by implementations of Profit Distribution Plan for 2022 Fiscal Year and the 2022&2023 Public Shares Repurchase Plan during reporting period compared with that last year.

## **III. Explanation on Difference of Previous Performance Forecast**

On January 24, 2025, the Company disclosed the Business Performance Forecast of 2024 Fiscal Year and estimated that the total sales for 2024 fiscal year would be RMB 22.43 billion yuan, increased by 5.27% YoY, and range for the net profit attributable to shareholders of the listed company would be RMB 2,230 million yuan to RMB 2,260 million yuan, increased by 2.30% to 3.68%.

The total sales for 2024 fiscal year disclosed in this flash report was RMB 22,427,337,986.39 yuan and the net profit attributable to shareholders of the listed company was RMB 2,244,444,529.35 yuan, increased by 2.97% YoY, in line with business performance forecast disclosed previously.

**IV. Documents for Reference**

1. The Comparative Balance Sheet and Profit Statement signed by legal representative of the Company Mr. Thierry de LA TOUR D'ARTAISE and the person responsible for accounting work and accounting department Mr. Xu Bo, and sealed by the Company;

2. Internal Audit Report of 2024 Financial Statement of Zhejiang Supor Co., Ltd. issued by the Company's internal audit department.

Board of Directors of Zhejiang Supor Co., Ltd.

February 27, 2025