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## **PALINDA GROUP HOLDINGS LIMITED**

**百利達集團控股有限公司**

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

**(Stock Code: 8179)**

### **VOLUNTARY ANNOUNCEMENT UPDATE ON BUSINESS DEVELOPMENT**

This announcement is made by PALINDA GROUP HOLDINGS LIMITED (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to inform its shareholders and potential investors of the latest information about the Group.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that the “PALINDA” wine series of the Group have been formally launched in The Shilla Duty Free in South Korea today, successfully entering the South Korean market and allowing customers to enjoy a better shopping experience. The Company believes that by partnering with The Shilla Duty Free, the Company increases its turnover and profit, and will be able to leverage its business network and customer base to further enhance the image of the Company’s wines in the South Korea and international markets, thereby strengthening the Company’s competitiveness.

The Shilla (“**The Shilla**”) is one of the 33 affiliated companies of Samsung Group in South Korea, providing first-class and second to none customer service in the retail, hotel, and food and beverage businesses. The Shilla Duty Free is currently the only one among Asian duty free stores operating cosmetic and perfume outlets in three major airports in Asia: Incheon International Airport, South Korea, Changi International Airport and Hong Kong International Airport. The Shilla Duty Free has sold 100% authentic products covering over 1,300 brands, including international luxury brands, fashionable clothing, cosmetics and perfumes, and a variety of fine wines.

The Group is actively expanding its markets, such as, by developing sales networks and agents in different regions and making multiple sales through new retail formats, it has been offering premium grape wines to enthusiasts of grape wines in the Asia Pacific region and around the world.

By Order of the Board  
**Palinda Group Holdings Limited**  
**Huang Wei**  
*Chairlady and Executive Director*

Hong Kong, 10 July 2023

*As at the date of this announcement, the Board of the Company comprises Ms. Huang Wei and Mr. Dou Sheng as executive Directors, and Mr. Wu Chi King, Mr. So Yat Chuen and Ms. Cheng Wai, Iris, as independent non-executive Directors.*

*This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the GEM of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief, the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.*

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