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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 Hyundai Department Store Duty Free in South Korea, successfully developing the South Korean and international markets and allowing customers to enjoy a better shopping experience. The Company believes that by partnering with Hyundai Department Store 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.

Hyundai Department Store Duty Free (“**Hyundai Department Store Duty Free**”) is the duty free brand of Hyundai Department Store Group, which has 50 years of experience in distribution. Hyundai Department Store Group’s business areas include distribution, fashion, food, living, digital, IT, rentals, travel, construction, bio, health, and beauty products, etc. By operating luxury brand-focused duty free branches in key tourism areas in the center of Seoul, both north and south of the Hangang River, Hyundai Department Store Duty Free aims to offer a comfortable shopping space and warm service for visitors from around the world, with nearly 1,000 brands to meet their shopping needs.

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, 11 September 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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