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Alpha Professional Holdings Limited

阿爾法企業控股有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 948)

VOLUNTARY ANNOUNCEMENT BUSINESS UPDATE

This announcement is made by Alpha Professional Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to keep its shareholders (the “**Shareholders**”) and potential investors of the Company abreast of the latest business development of the Group.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that on 4 January 2022, Willis Trading Limited (“**Willis Trading**”, a wholly-owned subsidiary of the Company), as distributor, entered into a distribution agreement (“**Distribution Agreement A**”) with Bellamy’s Organic (Hong Kong) Company Limited (“**Bellamy HK**”), and another distribution agreement (“**Distribution Agreement B**”, together with Distribution Agreement A, the “**Distribution Agreements**”) with Bellamy’s Organic Pty Ltd (“**Bellamy Australia**”), pursuant to which Willis Trading shall be appointed as a distributor to distribute certain milk powder and baby foods products owned by and manufactured for each of Bellamy HK and Bellamy Australia and their respective related companies, in the People’s Republic of China (the “**PRC**”), Australia or other territory approved by Bellamy HK or Bellamy Australia (as the case may be).

Pursuant to Distribution Agreement A, Willis Trading shall, on a non-exclusive basis, act as the distributor to distribute milk powder and baby foods products owned by and manufactured for Bellamy HK and its related companies, in the PRC and any other territory approved by Bellamy HK through online websites of the retailers as approved by Bellamy HK, for a term of 12 months commencing on 4 January 2022, which is renewable for further successive periods of 12 months.

Pursuant to Distribution Agreement B, Willis Trading shall, on a non-exclusive basis, act as the distributor to distribute milk powder and baby foods products owned by and manufactured for Bellamy Australia and its related companies, in Australia and any other territory approved by Bellamy Australia through, amongst others, gift stores, warehouses and e-commerce retailers whose primary customer base is in the PRC, for a term of 12 months commencing on 4 January 2022.

To the best of information, knowledge and belief of the Directors having made all reasonable enquires, Bellamy’s is a famous infant nutrition brand in the Australian and Chinese markets, which was acquired by China Mengniu Dairy Company Limited (“**Mengniu**”) in 2019 and contributed over RMB1,000 million to the revenue of Mengniu in the financial year of 2020. Bellamy’s brand positioning strategy is “Pursuing Organic, Naturally Organic”, and its key products include organic infant formula and organic baby rice.

As at the date of this announcement, to the best knowledge, information and belief of the Directors having made all reasonable enquiries, Bellamy HK, Bellamy Australia and their respective beneficial owners are all third parties independent of the Company and its connected persons.

One of the principal businesses of the Group is trading of milk powder and baby foods (the “**Milk Products Business**”). Having considered the reputation of Bellamy’s and the quality of its products, the Directors believe that by expanding the number of milk powder and baby food brands that it sells and/or distributes, the Group’s product base will be diversified, which is conducive to the performance of the Milk Products Business. Therefore, the Directors are of the view that the entering into of the Distribution Agreements would positively contribute to the Group’s financial results and would potentially enhance Shareholders’ value.

On behalf of the Board of
Alpha Professional Holdings Limited
XIONG Jianrui
Chairman

Hong Kong, 21 January 2022

As at the date of this announcement, the executive Directors are Mr. Xiong Jianrui, Mr. Yi Peijian, Mr. Chen Zeyu and Mr. Chen Xu and the independent non-executive Directors are Mr. Li Chak Hung, Mr. Choi Kin Man and Mr. Ngai Wah Sang.

** For identification purpose only*