ZIXIN GROUP HOLDINGS
紫心集团控股

(Incorporated in the Republic of Singapore with Unique Entity No.: 200718683N)
Website: **www.zixingroup.com.sg**
SGX stock code: **42W**

Zixin Group achieves a breakthrough in sweet potato crisps and fries snack products

- **Zixin Group anticipates the newly launched sweet potato crisps and fries product range will emerge as the flagship offerings in the near future, creating an alternative option to conventional potato chips and fries for consumers**

For Immediate Release

SINGAPORE, 1 April 2025 – SGX Catalist-listed **Zixin Group Holdings Limited** 紫心集团控股 ("**Zixin**" or the "**Company**" and, together with its subsidiaries, "**Zixin Group**"), a leading biotech-focused sweet potato integrated industrial value chain operator, is pleased to announce that it has achieved a breakthrough in the production of sweet potato chips and fries snack products.



Newly launched sweet potato chips and fries 新推出的红薯片和薯条

Snack manufacturers of sweet potato chips and fries have consistently encountered difficulties due to the challenge of achieving evenness in the crispiness and chewability of these products compared to conventional potato chips and fries.

Zixin Group has been exploring various production techniques to enhance the texture and flavour of its proprietary branded sweet potato crispy snack products over the years. In late December 2024, a specific modification to its production process was implemented, involving the meticulous selection of

premium-quality sweet potato varieties suitable for crispy products and utilising the VF vacuum low-temperature freshness-locking technology to scientifically and precisely regulate cooking time while maintaining a temperature of approximately 100℃ in a vacuum environment, thereby preventing the degradation of heat-sensitive nutrients such as vitamin C, dietary fibre, and selenium in sweet potatoes. The texture and flavour of the sweet potato crisps and fries are improved since vacuum low-temperature dehydration facilitates the uniform evaporation of water in the sweet potatoes, resulting in the "light and non-greasy" flavour.

(Reference: 1 VF vacuum low-temperature, or vacuum frying (VF), is a food processing technique that dehydrates food products at low temperatures and a vacuum pressure below or equal to -0.09Mpa, preserving flavour, nutrition, and colour, while reducing oil absorption and acrylamide formation.)

Zixin Group has begun to deliver the substantial orders received in February 2025 for these new products from its network of distributors.

Commenting on the product breakthrough and significant orders for the newly launched sweet potato crispy snack products, Mr. Liang Chengwang (梁承旺), Executive Chairman and Chief Executive Officer of Zixin Group, said, "**We are excited about our product breakthrough, attaining the optimal crispiness, texture, flavour and nutritional values for the sweet potato crispy snacks. Our newly created snack products, under our proprietary brand, have received a favourable welcome from our network of distributors in February 2025.**

To accommodate the significant demand for these new products, we have modified the production process and added a production line to our current snack manufacturing facility. Further expansion will be considered if demand for these sweet potato crispy snack products increases. We anticipate this product range will emerge as the flagship offerings of Zixin Group in the near future, creating an alternative option to potato chips and fries for consumers."

According to Fact.MR, it is estimated that the global sweet potato fries market was US$1.62 billion in 2024 and is forecasted to expand at a compounded annual growth rate ("**CAGR**") of 5% to reach a projected value of US$2.65 billion by the end of 2034. The market value for the Chinese market is estimated at US$275.6 million and is forecasted to expand at a CAGR of 5.7% to reach a projected value

of US$480.1 million by the end of 2034. The rising demand for healthier and more nutritious snack options is leading consumers to choose sweet potato fries over conventional potato fries. In addition, sustainability and environmental consciousness are becoming significant factors, with consumers seeking ethically sourced and environmentally friendly snacking options.

(Reference: https://www.factmr.com/report/sweet-potato-fries-market#:~:text=What%20is%20the%20Demand%20Outlook%20for%20Sweet%20Potato%20Fries%20in%20China?&text=Sweet%20potato%20fries%2C%20with%20their,appealing%20to%20a%20wide%20audience.

Fact.MR *has not provided its consent to the inclusion of the information cited and attributed to it in this press release. While the Company and the Directors have taken reasonable action to ensure that the information is reproduced in its proper form and context and that the information is extracted accurately and fairly, none of the Company, the Directors or any other party has conducted an independent review of this information or verified the accuracy of the contents of the relevant information.)*

Zixin Group does not expect the substantial orders for the new sweet potato crispy snack products to have a material impact on its financial results for the financial year ending 31 March 2025. The Company will update shareholders on material developments for the Group as and when they arise.

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(Stock code – SGX: **42W** | Bloomberg: **ZXGH SP** | Reuters: **42W.SI**)

Zixin Group Holdings Limited ("Zixin" or the "Company" and together with its subsidiaries, "Zixin Group") is a leading biotech-focused sweet potato integrated industrial value chain operator in China. Through its wholly-owned subsidiaries, the Group harnesses its biotechnology capabilities to strengthen and support its core business areas: **(a) cultivation and supply** – (i) research and development on sweet potato varieties to cultivate sweet potato seedlings, (ii) sweet potato cultivation techniques and solutions to improve the quality and yield for farmlands, (iii) sweet potato seedlings nursery base, and (iv) fresh sweet potatoes supply, **(b) product innovation and food production** – innovation of snack food and functional food, as well as production techniques to maximise nutrient retention and produce healthier proprietary branded products, **(c) brand building, marketing and distribution channel building** – strengthen market awareness and position of proprietary brands of healthier snack food and functional food through targeted marketing campaigns and various distribution platforms (traditional and e-commerce) throughout China, and **(d) recovery and recycling** – R&D on nutritional content from sweet potato peels through proprietary extraction technology and utilising proprietary probiotic fermentation formulation as a medium to convert agricultural waste materials such as spoiled sweet potatoes, sweet potato peels, stems and leaves into raw ingredients that could potentially be part of the poultry and animal feeds.

Zixin Group aims to be a leading biotech-focused sweet potato agritech operator globally that leverages smart ecological agriculture and utilises biotech capabilities throughout its integrated sweet potato industrial value chain. With the support of complementary industries such as smart warehousing and agricultural waste fermentation, Zixin Group intends to utilise its biotech capabilities to reinforce its circular economy business model to further enhance its effectiveness and cultivate economies of scale.

Please visit the Company's website at www.zixingroup.com.sg for more information.

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*This media release has been reviewed by the Company's sponsor, RHB Bank Berhad (the "**Sponsor**") in compliance with Rule 226(2)(b) of the Singapore Exchange Securities Trading Limited (the "**SGX-ST**") Listing Manual Section B: Rules of Catalist (the "**Catalist Rules**").*

This media release has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this media release, including the correctness of any of the statements or opinions made or reports contained in this media release.

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