



WH Group's Shuanghui Development Rolls out New Brand Shuanghui Cooking and Appoints Chinese Artist Huang Lei to be its Brand Ambassador

Hong Kong, June 28, 2019 – **WH Group Limited** ("WH Group" or the "Group"; stock code 288.HK) is pleased to announce that its subsidiary Henan Shuanghui Investment & Development Co., Ltd. ("Shuanghui ") launched a new brand Shuanghui Cooking and appointed Chinese artist Huang Lei(黃磊) as the brand ambassador today at the 798 Art Zone in Beijing.

Riding on a shifting trend of dining consumption, Shuanghui has included high-temperature cooking ingredients in addition to its table food and snacks in its product portfolio. By launching the new brand Shuanghui Cooking, Shuanghui aims to further expand in family consumption market and accelerates the transformation of packaged meat sector. As a debut product of the new brand, the Shuanghui Cooking Sausage marks the beginning of Shuanghui's strategic move to tap the home dining market with its novel high temperature packaged food for cooking.

Chinese Artist Huang Lei has built an impressive image well received by the Chinese audience that he is a life lover, a gourmet and a chef as well as consistently promoting a lifestyle of simplicity and well-being through TV shows such as "Where Are We Going, Dad?(爸爸去哪兒)", "Midnight Kitchen(深夜廚房)" and "Back to Field(嚮往的生活)". Perceived as friendly, warm-hearted and intelligent, Huang Lei's role as the brand ambassador of Shuanghui Cooking is well complimentary to the brand's proposition. The collaboration between Shuanghui and Huang is expected to communicate more compelling stories and bring fresh impetus to the brand.

In terms of sales and marketing channels, Shuanghui Cooking products will be offered for sale on mainstream online platforms such as T-mall and JD.com, and marketed through highly popular social media platforms such as WeChat, Weibo and Tik Tok. Shuanghui Cooking Sausage's features as a handy, trendy and tasty food will be widespread among food KOLs. The products will also be available for consumers at most of the brick and mortar retail stores like Walmart, Carrefour and RT-Mart.



Left: Mr. Ma Xiangjie, Executive Director of WH Group and President of Shuanghui Development
 Right: Chinese Artist Mr.Huang Lei



Left: Mr. Ma Xiangjie, Executive Director of WH Group and President of Shuanghui Development
 Right: Chinese Artist Mr.Huang Lei



New Product Shuanghui Cooking Sausage

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About WH Group Limited (HKEX stock code: 288)

WH Group Limited is the largest pork company in the world with the top market share in China, the U.S. and all markets with operations in Europe. It owns many well-recognized and trusted brands and stands above the rest with global market leadership in all key segments of the pork value chain, including packaged meats, fresh pork and hog production. The Group conducts its operations through Henan Shuanghui Investment & Development Co., Ltd., the largest animal protein company in Asia, and Smithfield Foods, the largest pork company in the U.S. For more information, visit www.wh-group.com.

For media enquiries

Hill+Knowlton Strategies

Shirley Lo

+852 2894 6214

wh-group@hkstrategies.com

WH Group

Renee Chen

+852 2922 0736

renee.chen@wh-group.com