

DEFINITIONS

In this Document, unless the context otherwise requires, the following terms shall have the following meanings. Certain technical terms are explained in the section headed “Glossary of Technical Terms” in this Document.

“Accountants’ Report”	the Accountants’ Report for the three years ended 31 March 2023, 2024 and 2025 and the six months ended 30 September 2025, the text of which is set out in Appendix I to this Document
“affiliate”	with respect to any specified person, any other person, directly or indirectly, controlling or controlled by or under direct or indirect common control with such specified person
“AFRC”	the Accounting and Financial Reporting Council of Hong Kong
“Aim Smart”	Aim Smart Limited (竣輝有限公司), a company incorporated in Hong Kong with limited liability on 8 June 2021 and an indirect wholly-owned subsidiary of our Company
“Alpha Life”	Alpha Life Company Limited, a company incorporated in Hong Kong on 25 September 2020 with limited liability, an Independent Third Party
“Always Success”	Always Success Investment Holding Limited, a company incorporated in the BVI on 10 February 2025 with limited liability and directly wholly-owned by Mr. Alex Cheung
“Articles” or “Articles of Association”	the amended and restated articles of association of our Company, conditionally adopted on [●] with effect from the [REDACTED], a summary of which is set out in Appendix III to this Document, as amended from time to time
“associate(s)”	has the meaning ascribed thereto under the Listing Rules
“Audit Committee”	the audit committee of our Board
“Board” or “Board of Directors”	the board of directors of our Company
“Boiron Asia”	Boiron Asia Limited, a company incorporated in Hong Kong on 19 March 2020 with limited liability, an Independent Third Party
“business day”	any day (other than a Saturday, Sunday or public holiday in Hong Kong) on which banks in Hong Kong are generally open for normal banking business
“BVI”	the British Virgin Islands
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
“China” or “PRC”	the People’s Republic of China and for the purposes of this Document only, except where the context requires otherwise, excluding Hong Kong, Macau Special Administrative Region of the PRC and Taiwan
“close associate(s)”	has the meaning ascribed to it under the Listing Rules

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“Companies Act”	the Companies Act (as revised) of the Cayman Islands
“Companies (Winding Up and Miscellaneous Provisions) Ordinance”	the Companies (Winding Up and Miscellaneous Provisions) Ordinance (Chapter 32 of the Laws of Hong Kong), as amended, supplemented or otherwise modified from time to time
“Companies Ordinance”	the Companies Ordinance (Chapter 622 of the Laws of Hong Kong), as amended, supplemented or otherwise modified from time to time
“Company”	Herb Standard Holdings Limited 正品控股有限公司, an exempted company incorporated in the Cayman Islands with limited liability on 18 February 2025
“connected person(s)”	has the meaning ascribed to it under the Listing Rules
“connected transaction(s)”	has the meaning ascribed to it under the Listing Rules
“Controlling Shareholder(s)”	has the meaning ascribed to it under the Listing Rules, and in the context of our Company, refer to Mr. Alex Cheung and Alway Success or any of them
“core connected person(s)”	has the meaning ascribed to it under the Listing Rules
“Dairy Farm”	THE DAIRY FARM COMPANY, LIMITED (牛奶有限公司), a company incorporated in Hong Kong in August 1896 with limited liability, an Independent Third Party
“Deed of Indemnity”	a deed of indemnity dated [●] entered into by our Controlling Shareholders in favour of our Company (for itself and as trustee for each of its subsidiaries) in respect of, among other things, certain indemnities, further information of which is set out in “Statutory and General Information – E. Other Information – 9. Deed of Indemnity” in Appendix IV to this Document
“Deed of Non-competition”	a deed of non-competition given by our Controlling Shareholders in favour of our Company on [●], please refer to “Relationship with our Controlling Shareholders – Deed of Non-Competition” in this Document for more details
“Department of Health”	the Department of Health of Hong Kong
“Director(s)”	the director(s) of our Company
“EUR”	the lawful currency of the member states of the European Union
“Extreme Conditions”	extreme conditions caused by a super typhoon as announced by the government of Hong Kong
[REDACTED]	[REDACTED]
“Food and Drugs Regulations”	Food and Drugs (Composition and Labelling) Regulations (Chapter 132W of the Laws of Hong Kong), as amended, supplemented or otherwise modified from time to time
“Food Safety Ordinance”	Food Safety Ordinance (Chapter 612 of the Laws of Hong Kong), as amended, supplemented or otherwise modified from time to time

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“Frost & Sullivan”	Frost & Sullivan Limited, an independent global market research and consulting company
“Frost & Sullivan Report”	the independent industry report prepared by Frost & Sullivan as commissioned by us
“FY2023”	the financial year ended 31 March 2023
“FY2024”	the financial year ended 31 March 2024
“FY2025”	the financial year ended 31 March 2025
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
“Group”, “our Group”, “we”, “us”, or “our”	our Company and our subsidiaries from time to time or, where the context so requires, in respect of the period prior to our Company becoming the holding company of our present subsidiaries, such subsidiaries as if they were subsidiaries of our Company at the relevant time
“Herb Standard BVI”	Herb Standard International Limited (正晶國際有限公司), a company incorporated in the BVI on 20 February 2025 with limited liability and a direct wholly-owned subsidiary of our Company
“Herb Standard HK”	Herb Standard Company Limited (正晶藥業有限公司), a company incorporated in Hong Kong on 26 April 2011 with limited liability and an indirect wholly-owned subsidiary of our Company
“HKAS(s)”	Hong Kong Accounting Standards
“HKFRS Accounting Standards”	the HKFRS Accounting Standards (including all applicable individual Hong Kong Financial Reporting Standards, Hong Kong Accounting Standards and Interpretations) issued by HKICPA
“HKFRS(s)”	Hong Kong Financial Reporting Standards, amendments and interpretations issued by the HKICPA
“HKICPA”	the Hong Kong Institute of Certified Public Accountants
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

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[REDACTED]

“Hong Kong” or “HK”

“Hong Kong dollars” or “HK dollars” or “HK\$”

“Hong Kong Legal Counsel”

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

“Independent Third Party(ies)”

“Inland Revenue Ordinance”

[REDACTED]

[REDACTED]

the Hong Kong Special Administrative Region of the People’s Republic of China

Hong Kong dollars, the lawful currency of Hong Kong

Ms. Queenie W.S. Ng, barrister-at-law in Hong Kong

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

any entity or person who is not a connected person of our Company within the meaning ascribed thereto under the Listing Rules

Inland Revenue Ordinance (Chapter 112 of the Laws of Hong Kong), as amended, supplemented or otherwise modified from time to time

[REDACTED]

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[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
“Jueyue Brand Management”	Jueyue Brand Management (Shenzhen) Co., Ltd.* (爵玥品牌管理(深圳)有限公司), a limited liability company established under the laws of the PRC on 24 December 2025 and an indirect wholly-owned subsidiary of our Company
“Latest Practicable Date”	27 February 2026, being the latest practicable date for ascertaining certain information in this Document before its publication
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
“Listing Rules”	the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, as amended, supplemented or otherwise modified from time to time
“Main Board”	the stock exchange (excluding the option market) operated by the Stock Exchange which is independent from and operates in parallel with GEM of the Stock Exchange
“Mannings”	a member of Dairy Farm and a chain retailer of health and beauty products in Hong Kong
“Marvel Pro”	Marvel Pro Limited (萬嘉寶有限公司), a company incorporated in Hong Kong on 18 February 2022 with limited liability and an indirect wholly-owned subsidiary of our Company
[REDACTED]	[REDACTED]
“Memorandum” or “Memorandum of Association”	the memorandum of association of our Company adopted on 18 February 2025, a summary of which is set out in Appendix III to this Document, as amended from time to time

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“Mr. Alex Cheung”	Mr. Cheung Wan Yu (張運裕), our Controlling Shareholder, executive Director, chairman of our Board and chief executive officer
“Mr. Lau”	Mr. Lau Cheuk Tao Sean (劉卓濤), a founding member of Herb Standard HK
“Ms. Chow”	Ms. Chow Oi Ning (周藹寧), one of our Pre-[REDACTED] Investors
“Nomination Committee”	the nomination committee of our Board
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
“Post-[REDACTED] Share Award Scheme”	the share award scheme conditionally approved and adopted by our Company on [●], the principal terms of which are summarised in “Statutory and General Information – D. Post-[REDACTED] Share Award Scheme” in Appendix IV to this Document
“PRC Legal Counsel”	Han Kun Law Offices, our Company’s PRC legal counsel
“Pre-[REDACTED] Investment(s)”	the investments made by each of the Pre-[REDACTED] Investors, particulars of which are set out in the section headed “History, Reorganisation and Corporate Structure” in this Document
“Pre-[REDACTED] Investor(s)”	the pre-[REDACTED] investors of our Company, being Ms. Yin Yue (燕茹), Ms. Chow, Mr. Cheung Kit Shing (張杰承), Mr. Lo Cho Leung Julian (勞祖亮), Mr. Liu Xiao (劉瀟), Mr. Chow Shou Mo Michael (周修武), Ms. Au Yeung Wing Sze (歐陽詠詩) and BOCOM International Asset Management Limited (acting in the capacity of manager for and on behalf of its client (i.e. Ms. Xiao Xiao (肖曉)))

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[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
“Puzzles Global”	Puzzles Global Limited (百樂正品環球有限公司), a company incorporated in Hong Kong on 13 February 2026 with limited liability, an associate of our Company in which our Company indirectly holds 30% of its entire issued share capital
“Regulation S”	Regulation S under the U.S. Securities Act
“Remuneration Committee”	the remuneration committee of our Board
“Renminbi” or “RMB”	Renminbi, the lawful currency of the PRC
“Reorganisation”	the corporate reorganisation of our Group conducted in preparation of the [REDACTED], details of which are set out in “History, Reorganisation and Corporate Structure – Reorganisation” in this Document
“Reporting Accountants”	Forvis Mazars CPA Limited
“Sante”	Sante Healthcare Alliance International Limited (尚締健康國際有限公司), a company incorporated in Hong Kong on 5 December 2013 with limited liability, an Independent Third Party
“Securities and Futures Ordinance” or “SFO”	the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong), as amended, supplemented, or otherwise modified from time to time
“SFC”	the Securities and Futures Commission of Hong Kong
“Share(s)”	ordinary share(s) with a par value of US\$0.0001 each in the share capital of our Company
“Shareholder(s)”	holder(s) of our Share(s)
“Sole Sponsor”	Rainbow Capital (HK) Limited, a licenced corporation under the SFO to carry out type 1 (dealing in securities) and type 6 (advising on corporate finance) regulated activities, being the sole sponsor of the [REDACTED]
“SST Healthy”	Sau San Tong Healthy Care Product Limited, a company incorporated in Hong Kong on 13 October 2022 with limited liability, an associate of our Company in which our Company indirect holds 40% of its entire issued share capital
“SST Holdings Limited”	Sau San Tong Holdings Limited (修身堂控股有限公司), a company listed on GEM of the Stock Exchange (stock code: 8200), which indirectly holds 60% of the entire issued share capital of SST Healthy

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[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“subsidiary(ies)”	has the meaning ascribed thereto in section 15 of the Companies Ordinance
“Subscription”	the subscription of 3,450,000 Shares by BOCOM International Asset Management Limited (acting in the capacity of manager for and or behalf of its client) (“BOCOM”) pursuant to a subscription agreement entered with our Company in May 2025. Please refer to section headed “History Reorganisation and Corporate Structure-Pre – [REDACTED] Investment” in this Document for further details.
“substantial shareholders”	has the meaning ascribed to it in the Listing Rules
“Takeovers Code”	the Codes on Takeovers and Mergers and Share Buy-backs issued by the SFC, as amended, supplemented or otherwise modified from time to time
“Tax Consultant”	Cheng & Cheng Taxation Services Limited, an independent tax consultant engaged by us
“Track Record Period”	the three years ended 31 March 2025 and the six months ended 30 September 2025
“TWD”	the lawful currency of Taiwan
“UMAO”	Undesirable Medical Advertisements Ordinance (Chapter 231 of the Laws of Hong Kong), as amended, supplemented or otherwise modified from time to time
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
“United States” or the “U.S.”	the United States of America, its territories, its possessions and all areas subject to its jurisdiction
“U.S. dollars” or “US\$”	United States dollars, the lawful currency of the United States
“U.S. Securities Act”	United States Securities Act of 1933, as amended, and the rules and regulations promulgated thereunder
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
“3R Pharmaceutical”	3R Pharmaceutical Limited (三新藥業有限公司), a company incorporated in Hong Kong on 14 March 2023 with limited liability and an indirect wholly-owned subsidiary of our Company
“6M2025”	the six months ended 30 September 2024

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“6M2026”	the six months ended 30 September 2025
“%”	percent

Unless otherwise specified or the context otherwise requires:

- 1. statements contained in this Document assume no exercise of the [REDACTED];*
- 2. all times refer to Hong Kong time;*
- 3. references to years, months and days in this Document are to calendar years, calendar months and calendar days, respectively; and*
- 4. all data in this Document is as of the date of this Document.*

Unless otherwise specified, certain amounts and percentage figures included in this Document have been subject to rounding. Accordingly, figures shown as totals in certain tables may not be an arithmetic aggregation of the figures preceding them. Any discrepancies in any table or chart between the total shown and the sum of the amounts listed are due to rounding.

In this Document, “” denotes translation of certain natural persons, legal persons, enterprises, governmental authorities, institutions, entities, organisations, departments, facilities, laws and regulations into Chinese or English (as the case may be), etc., or another language included in this Document for identification purposes only. In the event of any inconsistency, the Chinese names or the names in their original languages prevail.*