FUTURE PLANS

See "Business — Our Strategies" for a detailed description of our future business plans and strategies.

USE OF [REDACTED]

We estimate that we will receive **[REDACTED]** from the **[REDACTED]** of approximately HK$**[REDACTED]**, after deducting estimated **[REDACTED]**, fees and expenses payable by us in connection with the **[REDACTED]**, assuming an **[REDACTED]** of HK$**[REDACTED]** per Share, being the mid-point of the **[REDACTED]** of HK$**[REDACTED]** to HK$**[REDACTED]** per Share, and assuming the **[REDACTED]** and the **[REDACTED]** are not exercised.

We currently intend to apply the **[REDACTED]** from the **[REDACTED]** for the following purposes:

- Approximately **[REDACTED]**% of the **[REDACTED]**, or HK$**[REDACTED]**, will be used to improve our online and offline sales channels, increasing the depth and breadth of our distribution network and enhancing consumer penetration. Specifically:

  (i) Approximately **[REDACTED]**% of the **[REDACTED]**, or HK$**[REDACTED]**, will be used to expand our domestic online and offline channels. For online channels, we plan to increase the proportion of our self-operated businesses on e-commerce platforms, expand our live-streaming team, and broaden consumer reach by strengthening cooperation with high-quality distributors. For offline channels, we intend to continuously expand our sales team and increase the number of distributor partnerships, consolidating our coverage of supermarkets and cosmetic stores, while increasing investment in emerging channels such as OTC pharmacies and bulk snack stores. At the same time, we will expand the coverage of our other personal care products in these channels to further strengthen our market presence.

  (ii) Approximately **[REDACTED]**% of the **[REDACTED]**, or HK$**[REDACTED]**, will be allocated to developing overseas channels. We plan to gradually expand overseas online and offline channels, leveraging our product innovation and rapid response capabilities to enter international markets and provide growth potential for our business.

- Approximately **[REDACTED]**% of the **[REDACTED]**, or HK$**[REDACTED]**, will be used to strengthen our brand building and marketing promotion, reinforcing consumer recognition of our brand image of efficacy, design, quality and daily joy, and reaching a broader consumer base. Specifically:

  (i) Approximately **[REDACTED]**% of the **[REDACTED]**, or HK$**[REDACTED]**, will be allocated to ongoing online and offline marketing campaigns, including collaborations with celebrities and KOLs, IP partnerships, offline event planning and promotions in lower-tier markets. Online, we plan to conduct celebrity endorsement campaigns and tailor marketing strategies for different platforms, such as operating our own Xiaohongshu accounts and promoting through Douyin e-commerce live-streaming. Offline, we plan to expand new customer acquisition activities while increasing retention-focused campaigns, covering annual key promotional events to ensure consistent marketing outcomes.

(ii) Approximately **[REDACTED]**% of the **[REDACTED]**, or HK$**[REDACTED]**, will be allocated to expanding our brand matrix. We plan to continuously improve our brand portfolio through both organic growth and external expansion, promoting new brands in personal care and home cleaning in addition to our existing brand in oral care products, and actively seeking high-quality overseas brand targets. The **[REDACTED]** will also be used for advertising and promotional expenses related to brand expansion, cultivating consumer awareness.

- Approximately **[REDACTED]**% of the **[REDACTED]**, or HK$**[REDACTED]**, will be used to extend and expand our domestic and overseas supply chain. Specifically, we plan to invest in minority equity stakes in high-quality upstream manufacturers both domestically and internationally, thereby enhancing raw material diversity and supply chain stability. In addition, we will pursue global procurement of premium raw materials and build advanced supply chain management systems, while deepening cooperation with upstream factories to strengthen product quality control and deliver higher-quality consumer experiences.

- Approximately **[REDACTED]**% of the **[REDACTED]**, or HK$**[REDACTED]**, will be used to strengthen our product design and R&D capabilities, enabling us to continuously lead industry product innovation and maintain competitiveness. Specifically:

(i) Approximately **[REDACTED]**% of the **[REDACTED]**, or HK$**[REDACTED]**, will be allocated to upgrading and expanding our product portfolio to provide new momentum for the growth of our brands. We plan to recruit experienced R&D personnel, focus on improving existing product formulations and user experience, and innovate in packaging design and raw material/formula development. We aim to continuously launch competitive new products that meet market demand and consumer preferences. At the same time, we will continue to develop new product categories in household and personal care products, investing in market research, product development and brand design in relevant segments, to introduce products aligned with consumption trends and differentiated competitiveness.

(ii) Approximately **[REDACTED]**% of the **[REDACTED]**, or HK$**[REDACTED]**, will be allocated to strengthening our collaborative R&D and overall testing capabilities, thereby enhancing product innovation and ensuring the efficient launch of new products. We plan to deepen cooperation with universities and leading hospitals, obtain patented raw material authorizations through research projects, and expand collaboration with biomaterials companies by establishing joint laboratories to broaden access to high-quality raw materials. We will also continue to improve our existing high-quality testing processes, including efficacy testing, filing testing and simulated sampling, enabling timely and effective adjustments to new product development and ensuring our ability to continuously and efficiently launch new products.

- Approximately **[REDACTED]**% of the **[REDACTED]**, or HK$**[REDACTED]**, will be used to strengthen our digital infrastructure and AI capabilities, including procurement of digital platform solutions to improve marketing, decision-making and product operation efficiency as well as to enhance risk management, and expand AI applications in market research, product R&D, content creation and operations management.

- Approximately **[REDACTED]**% of the **[REDACTED]**, or HK$**[REDACTED]**, will be used for working capital and general corporate purposes.

If the **[REDACTED]** is set at HK$**[REDACTED]** per Share, being the high end of the **[REDACTED]**, the **[REDACTED]** from the **[REDACTED]** will increase to approximately HK$**[REDACTED]**. If the **[REDACTED]** is set at HK$**[REDACTED]** per Share, being the low end of the **[REDACTED]**, the **[REDACTED]** from the **[REDACTED]** will decrease to approximately HK$**[REDACTED]**. The above allocation of the **[REDACTED]** from the **[REDACTED]** will be adjusted on a pro-rata basis in the event that the **[REDACTED]** is fixed at a higher or lower level compared to the mid-point of the **[REDACTED]** stated in this document.

If the **[REDACTED]** and the **[REDACTED]** are exercised in full, the **[REDACTED]** that we will receive will be approximately HK$**[REDACTED]**, assuming an **[REDACTED]** of HK$**[REDACTED]** per Share (being the mid-point of the **[REDACTED]**). In the event that the **[REDACTED]** and the **[REDACTED]** are exercised, we intend to apply the additional **[REDACTED]** to the above purposes in the proportions stated above.

If any part of our plan does not **[REDACTED]** as planned for reasons such as changes government policies that would render any of our plans not viable, or the occurrence of force majeure events, our directors will carefully evaluate the situation and may reallocate the **[REDACTED]** from the **[REDACTED]**.

If the **[REDACTED]** of the **[REDACTED]** are not immediately applied to the above purposes, we will only deposit those **[REDACTED]** into short-term interest-bearing bank accounts at licensed commercial banks and/or other authorized financial institutions, as defined under the Securities and Futures Ordinance or applicable laws and regulations in other jurisdictions, as long as it is deemed to be in the best interests of the Company. We will comply with all disclosure requirements under the Listing Rules if there is any change to the above proposed use of **[REDACTED]**.