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Beauty Farm Medical and Health Industry Inc.

美麗田園醫療健康產業有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2373)

VOLUNTARY ANNOUNCEMENT BUSINESS UPDATE OPERATION FROM JANUARY TO MAY 2023 AND UNUSUAL PRICE MOVEMENTS

This announcement is made by Beauty Farm Medical and Health Industry Inc. (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to provide the latest business update of the Group to the shareholders of the Company and potential investors.

From January to May 2023, as the nationwide pandemic control measures were gradually lifted, the impact of the pandemic on residents’ lives has diminished. Offline consumer markets across various regions have shown a gradual recovery trend. Through continuous investment in core operational capabilities and a focus on enhancing customer satisfaction, market awareness of the Group has been increasing, and the recovery in offline consumption has driven a simultaneous increase in sales volume. All three business segments have demonstrated robust growth in key indicators such as customer traffic, average transaction value and income. During the period from January 1, 2023 to May 28, 2023, both customer traffic and average transaction value have achieved double-digit growth compared to the same period in 2022, while customer spending in stores has increased by over 20% compared to the same period in 2021.

Overall, from January to May 2023, the fundamental indicators of the Group remained sound, and all business operations have proceeded in an orderly manner with steady improvement and growth.

* For identification purposes only

The Board of Directors (the “**Board**”) of the Company has noticed a decline in the price of the Company’s shares (the “**Share(s)**”) in the past two weeks. The Board confirms that, having made reasonable enquiries, the Group is in good operational condition and is not aware of any reasons or circumstances related to the Group that would cause fluctuations in the Share price. Furthermore, there is no information that needs to be disclosed under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The information contained in this announcement is based on the Board’s preliminary assessment of the currently available operational data and is provided for the Company’s shareholders’ and potential investors’ references only. It has not been audited or reviewed by the Company’s independent auditors and/or the audit committee and may be subject to further adjustments. **Shareholders and potential investors of the Company are advised to exercise caution when dealing in securities of the Company.**

By Order of the Board
Beauty Farm Medical and Health Industry Inc.
Li Yang
Chairman and executive Director

Hong Kong, May 31, 2023

As at the date of this announcement, the Board comprises Mr. Li Yang as Chairman and executive Director, Mr. Lian Songyong as executive Director, Mr. Zhai Feng, Mr. Geng Jiaqi and Ms. Li Fangyu as non-executive Directors and Mr. Fan Mingchao, Mr. Liu Teng and Mr. Jiang Hua as independent non-executive Directors.