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愛帝宮母嬰健康股份有限公司
AIDIGONG MATERNAL & CHILD HEALTH LIMITED
(Incorporated in Bermuda with limited liability)
(Stock code: 286)

**VOLUNTARY ANNOUNCEMENT
ESTABLISHMENT OF
A NEW AIDIGONG POSTPARTUM CARE
CENTRE IN DONGGUAN**

This announcement is made by Aidigong Maternal & Child Health Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to provide the shareholders of the Company and potential investors the information on the latest business development of the Group.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that, a subsidiary of the Company recently rented several rooms at Dongguan Wanda Vista Hotel (the “**Hotel**”) located in Dongcheng District, Dongguan, Guangdong, the People’s Republic of China, for the establishment of a new postpartum care centre under the brand name of “Aidigong” (the “**No.1 store in Dongguan**”). The No. 1 store in Dongguan has commenced operation.

The Yuegege brand business was newly established by the Group in 2022 and has opened two new postpartum care centres in Zhuhai City in less than six months, namely Zhuhai No. 1 Store and Zhuhai No. 2 Store. The No. 1 store in Xiamen and No. 1 store in Dongguan were opened thereafter under the brand name of “Aidigong” and the innovative Aidigong business unit of the Group respectively. The No. 1 store in Dongguan is the Group’s first postpartum care centre in Dongguan which is the second new city and postpartum care centres that the Company made its entry this year. The No. 1 store in Dongguan will provide high-quality postpartum care services for consumers in Dongguan and surrounding areas. The No. 1 store in Dongguan is operated under the ultra-light asset model” which was optimized in 2022, to further reduce capital expenditure and enhance the financial model.

The brand, Aidigong, was established in 2007. In the past 15 years, the Group has opened a total of 10 branches under the Aidigong brand in Shenzhen, Beijing and Chengdu. With the Group's strategic upgrade, the Group has accelerated the pace of centre opening and has made its entry into three new cities, Zhuhai, Xiamen and Dongguan and opened four new centres within approximately a year since 2022. The postpartum care centres in Zhuhai were established under the Yuegege brand centres and the postpartum care centres in Xiamen and Dongguan were established under the Aidigong brand centres.

With the strategic goal of continuously developing new cities and expanding market share, the Group will continue to open postpartum care centres in new cities. As of the date of this announcement, a total of 14 centres have been opened and operating in China and the Group has achieved market coverage in six cities, namely, Shenzhen, Beijing, Chengdu, Zhuhai, Xiamen and Dongguan.

By Order of the Board
Aidigong Maternal & Child Health Limited
Zhu Yufei
Chairman

Hong Kong, 24 July 2023

As at the date of this announcement, the Board comprises Ms. Zhu Yufei, Mr. Cheung Wai Kuen, Mr. Lin Jiang, Mr. Li Runping and Ms. Meng Lijia as executive Directors; Mr. Guo Qifei and Ms. Liang Linmin as non-executive Directors; and Ms. Yu Lin, Mr. Wong Yiu Kit, Ernest, Mr. Huang Wenhua and Mr. Wang Qingyu as independent non-executive Directors.