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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 COMMENCEMENT OF OPERATION OF NON-RESIDENTIAL COMBINED POSTPARTUM CARE SERVICES**

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, the combined Aidigong business unit under the leadership of Ms. Zhu Yufei, the chairman of the Group's Maternal and Child Cluster Strategy Committee and the global president of the Maternal and Child Cluster, launched a new business line of non-residential combined postpartum care services, including home postpartum care services, home postpartum meals, postpartum recovery services, early education for newborn babies and nutritional guidance services during pregnancy, etc. Customers can choose the combination of postpartum care services and products according to their individual needs to achieve personalised consumption. The Group's combined Aidigong business unit has recently opened the first combined Aidigong postpartum care services centre in China, at Fengze District, Quanzhou City, Fujian Province, indicating that the Group's first entry into the new market of non-residential postpartum care services.

As a leading enterprise in the postpartum care service industry, Aidigong has been operating postpartum care centres for 17 years and has served nearly 50,000 newborn families with its scientific and professional postpartum care service system. With its outstanding capabilities and competitive advantage in five major services modules: nutritional guidance during pregnancy, postpartum care services, postpartum meals, early education for newborn babies, and postpartum recovery, the Group has been set up its postpartum care services centres under the brand name of “Aidigong” and “Yuegege” in China and has been leading in the field of residential postpartum services. In order to serve more new-born families across the China, based on the above core capabilities, the Group has entered into the new market of non-residential postpartum care services through the combined Aidigong business unit and introduce the non-residential postpartum care services for customers to combine according to their individual needs.

The postpartum care service industry is currently small and fragmented, with low industry concentration. The Group's opening of new business line will help the Group to further increase its market share in the postpartum care services industry. The Group will continue to strengthen its business by launching new business lines in a timely manner in accordance with the market demand and industry changes in order to gain a larger market share.

The Group has continued its strategic upgrading by adopting “four-wheel drive” of the “classic Aidigong” team, the “innovative Aidigong” team, the “Yuegege” team and the “combined Aidigong” team, which has already achieved a comprehensive coverage from residential to non-residential customers, enriched its business portfolio and frequency of consumption and increased the penetration rate and market share in the cities in which the Group has established its presence. The establishment and commencement of the operation of the combined Aidigong unit is an important milestone in the Group's development in the field of postpartum care services.

As of the date of this announcement, the Group has achieved market coverage in 8 cities, namely Shenzhen, Beijing, Chengdu, Zhuhai, Xiamen, Dongguan, Wuxi and Quanzhou, with a total of 16 centres in operation. The Group will continue to promote its 5-years 50-cities strategic plan to achieve full coverage of the nationwide postpartum care service market through the Aidigong brand business, the Yuegege brand postpartum care centres and the combination of Aidigong brand centers.

By Order of the Board  
**Aidigong Maternal & Child Health Limited**  
**Cheung Wai Kuen**  
*Chairman*

Hong Kong, 11 December 2023

*As at the date of this announcement, the Board comprises Mr. Cheung Wai Kuen, Mr. Lin Jiang, Ms. Kai Xiang Mei, Mr. Li Runping and Ms. Meng Lijia as executive Directors; Ms. Liang Linmin as non-executive Director and Mr. Wong Yiu Kit, Ernest, Mr. Lam Chi Wing, Mr. Huang Wenhua and Mr. Wang Qingyu, as independent non-executive Directors.*