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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 THE THIRD “YUEGEGE” POSTPARTUM CARE CENTRE IN ZHUHAI

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 Zhuhai Yindu Baijia Hotel (the “**Hotel**”) located in Gongbei District, Zhuhai, Guangdong Province, the People’s Republic of China, for the establishment of the third postpartum care centre under the brand name of “Yuegege” (the “**No.3 store in Zhuhai**”). The No. 3 store in Zhuhai has officially commenced operation.

The Yuegege brand business was newly established by the Group in 2022 and has opened two new postpartum care centres in Zhuhai in less than six months, namely Zhuhai No. 1 Store and Zhuhai No. 2 Store. The Zhuhai Yuegege team further intensified its efforts in the city, strengthened the word-of-mouth effect through our provision of high-quality service, continuously improved the referral rate, and customer demand continues to rise, promoting the opening of the No. 3 store in Zhuhai, thereby further increasing its market share in Zhuhai. In more than a year, Zhuhai has become the second largest city with the largest number of stores after Shenzhen, which fully demonstrates the Group's rapid replication capability and operational efficiency of the ultra-light asset model.

The implementation of the Group's 5-years 50-cities strategic plan has, on the one hand, accelerated the layout of major cities across the country and increased the coverage of cities, and on the other hand, continued to intensively cultivate and increase market share in the cities already covered.

In terms of new city coverage, the Yuegege Brand Division has expanded into the new city for the first time in 2023 and entered the Eastern China market to open No. 1 store in Wuxi. At the same time, the innovative Aidigong business department opened the first store in Xiamen, the first store in Dongguan and the first store in Guangzhou. The Combined Aidigong Division launched a new business of non-residential postpartum care services, and opened service centres under the combined Aidigong brand in Quanzhou and Fuzhou respectively within one month.

As at the date of this announcement, the Group has achieved market coverage in 10 cities, including Shenzhen, Beijing, Chengdu, Zhuhai, Xiamen, Dongguan, Wuxi, Guangzhou, Quanzhou and Fuzhou, with a total of 19 centres in operation. In addition, 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 centres.

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

Hong Kong, 21 January 2024

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