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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)

POSITIVE PROFIT ALERT

This announcement is made by Beauty Farm Medical and Health Industry Inc. (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) is pleased to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on a preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended December 31, 2023 (the “**Reporting Period**”) and the information currently available to the Board, the Group is expected to record the following financial results:

- (i) a revenue of not less than RMB2.12 billion, representing an increase of not less than 30% as compared to the corresponding period in 2022;
- (ii) an adjusted net profit of not less than RMB240 million, representing an increase of not less than 53% as compared to the corresponding period in 2022; and
- (iii) a net profit of not less than RMB221 million, representing an increase of not less than 100% as compared to the corresponding period in 2022.

* For identification purposes only

The Board considers that the improvement in results was primarily attributable to the following reasons:

- (i) increased client visits driven by expanded brand influence, improvements in our products and services, and elevated online and offline marketing capabilities;
- (ii) robust revenue growth as a result of an increase in the number of active members; and
- (iii) improved net profit resulting from increased revenue and effective cost and expense control.

The Company is still in the process of preparing and finalizing the annual results of the Group for the year ended December 31, 2023. The information contained in this announcement is only a preliminary assessment made by the Board based on the consolidated management accounts of the Group which have not been audited or reviewed by the independent auditors or the audit committee of the Company. The unaudited annual results of the Group for the Reporting Period may differ from the information contained in this announcement.

The Company believes that the above adjusted Non-Hong Kong Financial Reporting Standards (“**Non-HKFRS**”) financial measures are useful for understanding and assessing underlying business performance and operating trends of the Company by the Company’s management and investors, and that the Company’s management and investors may benefit from referring to these adjusted financial measures in assessing the Group’s financial performance by eliminating the impact of certain unusual and non-recurring items that the Group does not consider indicative of the performance of the Group’s business. However, the presentation of these non-HKFRS financial measures is not intended to be considered in isolation or as a substitute for the financial information prepared and presented in accordance with the Hong Kong Financial Reporting Standards (“**HKFRS**”). You should not view the adjusted results on a stand-alone basis or as a substitute for results under the HKFRS. Detailed financial information of the Group for the Reporting Period will be disclosed in the upcoming annual results announcement of the Company which is expected to be published by the end of March 2024.

Shareholders and potential investors 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, January 23, 2024

As at the date of this announcement, the Board comprises Mr. Li Yang as Chairman and executive Director, Mr. Lian Songyong as Vice-Chairman and 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.