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JBM (Healthcare) Limited

健倍苗苗 (保健) 有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2161)

POSITIVE PROFIT ALERT

This announcement is made by JBM (Healthcare) Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) 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 (Cap. 571 of the Laws of Hong Kong).

The board of directors (the “**Director(s)**”) of the Company (the “**Board**”) wishes to inform shareholders of the Company (the “**Shareholders**”) and potential investors that, based on a preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 March 2024 and the information currently available to the Board, the Group is expected to record an increase in the consolidated profit attributable to Shareholders for the year ended 31 March 2024 (“**Consolidated Profit**”) by not less than 120% as compared to that for the year ended 31 March 2023.

The significant increase in Consolidated Profit stems from a combined effect of the improvement in overall retail market sentiment due to the gradual recovery of tourist travel to Hong Kong, alongside the effective execution of advertising and marketing strategies for our key brands under the proprietary medicine category, notably Po Chai Pills and Ho Chai Kung. This promising performance underscores our disciplined execution of growth strategies along the offline and online platforms, with positive progress being made on the cross-border e-commerce trade.

As at the date of this announcement, the consolidated results of the Group for the year ended 31 March 2024 have not yet been finalised. The information contained in this announcement is only based on a preliminary assessment by the Board with reference to unaudited consolidated management accounts of the Group for the year ended 31 March 2024 and the information currently available to the Board. Such information has not been reviewed and confirmed by the auditor of the Company, and may be subject to adjustments. Further details of the Group's performance will be disclosed in the annual results announcement of the Company for the year ended 31 March 2024 in accordance with the Listing Rules, which is expected to be published on 18 June 2024.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
JBM (Healthcare) Limited
YU Chun Kau
Company Secretary

Hong Kong, 3 May 2024

As at the date of this announcement, the Board comprises Mr. Sum Kwong Yip, Derek as the Chairman and non-executive Director, Mr. Wong Yat Wai, Patrick (also as Chief Executive Officer) and Dr. Cheng Celine Heung Kwan as executive Directors, Mr. Yim Chun Leung and Mr. Yeung Kwok Chun, Harry as non-executive Directors, and Mr. Chan Kam Chiu, Simon, Mr. Luk Ting Lung, Alan and Mr. Lau Shut Lee, Tony as independent non-executive Directors.