PERFECT MEDICAL

PERFECT MEDICAL HEALTH MANAGEMENT LIMITED
完美醫療健康管理有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1830)

INSIDE INFORMATION
PROFIT WARNING

This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, the Laws of Hong Kong).

The board (the "**Board**") of directors (the "**Directors**") of Perfect Medical Health Management Limited (the "**Company**") wishes to inform the shareholders of the Company and potential investors that based on the preliminary assessment of the unaudited consolidated management accounts of the Company and its subsidiaries (the "**Group**"), the Group is expected that the profit attributable to shareholders for the year ended 31 March 2025 (the "**Period**") would be approximately HK$205 million to HK$210 million, as compared to the profit attributable to shareholders of HK$316 million for the year ended 31 March 2024.

Due to the economic downturn and weak consumer sentiment, consumer confidence in Hong Kong has significantly declined. An increasing number of consumers are opting to seek more cost-effective beauty services in cities such as Shenzhen and South Korea. In the face of these challenges, the Group has intensified its response measures by focusing on the launch of high-value-for-money Korean medical beauty services and strengthening its membership loyalty program to stimulate consumption and boost sales. In addition, the Group is advancing digitalization to enhance customer experience, while optimizing cost control to safeguard profitability. Despite the difficult market environment, the Group's business has demonstrated resilience and effectively maintained an ultra-high profit margin.

The Group recognizes that the beauty market environment in Hong Kong and Mainland China has undergone fundamental changes and is increasingly becoming the new normal. In response to this evolving operating environment, the Group is actively strengthening its business model, with a focus on enhancing operational efficiency, flexibility, and agility to swiftly adapt to changing consumer behavior and market demands. The Group will continue to optimize its store network by seeking development opportunities in high-potential locations and consolidating underperforming outlets. Leveraging its diversified business portfolio to comprehensively meet the needs of various customer segments, along with its solid development platforms in both Hong Kong and Mainland China, the Group is confident in its ability to navigate current challenges and achieve sustainable growth and development under the new normal.

The Board would like to stress that the Group's balance sheet and net cash position continue to be extremely strong and is in an excellent position to take advantage of any further improvement in market condition as well as to undertake new investment opportunities to diversify and broaden its earnings base. Despite the challenging operating environment, the Group has remained steadfast in its commitment to delivering shareholder returns, maintaining a dividend payout ratio of over 100% for ten consecutive years.

To drive long-term development, the Group entered into an exclusive cooperation agreement in the first quarter of the fiscal year 2026 with the Korean medical beauty chain brand "Oracle" for the Hong Kong market. This partnership aims to introduce Korean medical beauty technologies to meet the growing customer demand for such services and to unlock enormous business opportunities. At the same time, the Group is actively identifying promising medical beauty clinics in Shenzhen for strategic acquisitions, further strengthening its medical beauty business foundation in Mainland China and capturing the cross-border consumption potential of Hong Kong residents traveling to Shenzhen.

As the results for the Period have not been finalised, the information contained in this announcement is based on a preliminary assessment by the Board based on information currently available including the unaudited consolidated management accounts of the Group for the Period, which have not been confirmed, reviewed or audited by the auditors of the Company.

The annual results announcement will be released on or before 27 June 2025.

The Board wishes to remind shareholders and potential investors that the above information are based on the unaudited management accounts of the Group which have not been reviewed nor audited by the auditors of the Company. Performance during the Period is affected by a series of factors; therefore, the operational information for the Period may not be able to reflect the overall performance of a complete reporting period.

Shareholders and potential investors of the Company are cautioned not to unduly rely on such information and are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Perfect Medical Health Management Limited
So Hin Lung
Executive Director and Company Secretary

Hong Kong, 17 June 2025

As at the date of this announcement, the Board comprises Dr. Au-Yeung Kong, Ms. Au-Yeung Wai, Ms. Au-Yeung Hung and Mr. So Hin Lung as executive Directors and Ms. Hsu Wai Man, Helen, Mr. Chi Chi Hung, Kenneth, Ms. Cho Yi Ping and Mr. Chuk Sai Cheong Simon as independent non-executive Directors.