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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 six months ended June 30, 2025 (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 RMB1.45 billion, representing an increase of not less than 27% as compared to the corresponding period in 2024;
- (ii) an adjusted net profit of not less than RMB17.5 million, representing an increase of not less than 33% as compared to the corresponding period in 2024; and
- (iii) a net profit of not less than RMB17 million, representing an increase of not less than 35% as compared to the corresponding period in 2024.

\* For identification purposes only

Over the past three decades since its establishment, the Group has consistently led the development of the beauty and health industry, and has now grown into one of China's largest beauty and health management service platforms. Despite the complex and ever-changing industry landscape, the Group has maintained a strong momentum of performance growth. The Board considers that the improvement in results was primarily attributable to the following reasons:

- (i) continuously refining the business model of “dual beauty + dual wellness”, resulting in an increased proportion of revenue from high-margin businesses, driving the continuous optimization of the Company's revenue structure and promoting the improvement of gross profit margins; and
- (ii) firmly implementing the dual-engine strategy of “internal growth + external expansion”, fueling the Company's scale growth and continuously enhancing market share, while the scale effect will promote a continuous increase in net profit margin.

The Company is still in the process of preparing and finalizing the interim results of the Group for as at June 30, 2025. The data 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 interim results of the Group for the Reporting Period may differ from the data 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 interim results announcement of the Company which is expected to be published by the end of August 2025.

**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, July 14, 2025

*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. Hu Tenghe, 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.*