

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



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, 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 RMB3.0 billion, representing an increase of not less than 16% as compared to the corresponding period in 2024;
- (ii) an adjusted net profit of not less than RMB380 million, representing an increase of not less than 40% as compared to the corresponding period in 2024; and
- (iii) a net profit of not less than RMB340 million, representing an increase of not less than 34% as compared to the corresponding period in 2024.

* For identification purposes only

Over the past thirty-two years 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. Having weathered the fluctuations of economic cycles, the Group has demonstrated strong resilience and growth potential with robust performance growth. The Board considers that the improvement in results was primarily attributable to the following reasons:

- 1) acceleration of external expansion: as a leading player in the industry, the Group has expedited the industry consolidation process by the acquisition of Naturade, the second-ranked brand in China's beauty industry, thereby increasing its market share and enhancing the Group's revenue and profit.
- 2) strong internal growth: the expansion of brand influence, coupled with internal revenue growth driven by an increasing customer base, together with a rising revenue contribution from high-margin medical business and the release of benefits from refined operational efficiency, has jointly driven further growth in profit margins.

The Group will continue to implement the dual-engine strategy of “internal growth + external expansion”, further deepen the business model of “dual beauty + dual wellness” and with the implementation of the Group's market capitalization value enhancement plan, create a sustainable future of common benefit for the customers, employees and Shareholders.

The Company is still in the process of preparing and finalizing the annual results of the Group for the year ended December 31, 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 audited annual results of the Group for the Reporting Period may differ from the data contained in this announcement.

The Company defines adjusted net profit as net profit after adding back the following adjustments: (i) share-based compensation expenses; (ii) amortisation of intangible assets generating from acquisition and one-off costs. 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. Furthermore, by reference to these adjusted financial measures, the impact of certain unusual and non-recurring items, that the Group does not consider indicative of the performance of the Group's business, is eliminated. 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. 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 2026.

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 19, 2026

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, Ms. Li Fangyu, Mr. Gao Jianming and Ms. Yi Lin as non-executive Directors and Mr. Fan Mingchao, Mr. Liu Teng and Mr. Jiang Hua as independent non-executive Directors.