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, 2026 (the "**Reporting Period**") and the information currently available to the Board, the Group is expected to record the following financial results:

(i) revenue of not less than RMB1.88 billion, representing an increase of not less than 28% as compared to the corresponding period in 2025;

(ii) adjusted net profit of not less than RMB260 million, representing an increase of not less than 36% as compared to the corresponding period in 2025; and

(iii) net profit of not less than RMB235 million, representing an increase of not less than 37% as compared to the corresponding period in 2025.

The Group has consistently pursued the dual-engine strategy of "internal growth + external acquisitions" and has continued to integrate leading industry brands since its listing. It has now grown into one of China's leading beauty and health management service platforms in terms of scale. Leveraging its distinctive "dual beauty + dual wellness" business model, the Group has effectively navigated economic cycles and, through steady performance growth and strong profitability, fully demonstrated its strong operating resilience and growth potential. The Board considers that the growth in results for the Reporting Period was primarily attributable to the following factors:

1) **Acceleration of external acquisitions:** The Group continued to advance industry consolidation. Following the acquisition of Naturade, the second-ranked beauty service brand in China, in 2024, the Group further successfully acquired Siyanli, the third-ranked brand, in 2025, whose results have been consolidated into the Group's financial statements since January 2026. The acquisition further strengthened the Group's presence in premium commercial districts across 20 core cities, effectively increasing its market share and enhancing its brand influence. The initial phase of Siyanli's integration is progressing smoothly, with synergies becoming increasingly evident and providing growth momentum for the Group's revenue and profit.

2) **Quality improvement and efficiency gains in internal growth:** In the first half of the year, the Group achieved steady organic growth, with same-store revenue at its directly-operated stores continuing to increase. In the beauty and wellness services segment, benefiting from brand upgrades and digitally-driven refined operations, the number of customers grew steadily. In the consumer healthcare segment, revenue continued to climb. In particular, CellCare, the Group's aesthetic medical brand, made a major brand upgrade and launched expert-developed anti-aging solutions, driving growth in both business volume and value in the aesthetic medical services business. At the same time, the continued realization of the Group's platform-based efficiencies and economies of scale further improved the organic profit margin.

The Group continued to implement initiatives to enhance capital market value and create long-term, sustainable returns for Shareholders. On the one hand, the Group conducted share repurchases on a regular basis, thereby enhancing earnings per Share and demonstrating its confidence in the Company's long-term intrinsic value. On the other hand, supported by its long-term high dividend policy and steady performance growth, the Group's valuation appeal in the capital markets continued to strengthen.

Looking ahead, the Group will continue to advance its dual-engine strategy of "internal growth + external acquisitions" and further leverage the advantages of its "dual beauty + dual wellness" business model. Together with the performance targets tied to management equity incentives, the Group remains confident about growth in its full-year results.

The Company is still in the process of preparing and finalizing the interim results of the Group for the six months ended June 30, 2026. The data contained in this announcement is based solely on a preliminary assessment by the Board of the unaudited 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 defines adjusted net profit as net profit after adding back the following adjustments: (i) share-based compensation expenses; and (ii) amortisation of intangible assets arising from acquisitions and one-off costs. The Company believes that the above adjusted non-Hong Kong Financial Reporting Standards ("**Non-HKFRS**") financial measures are useful to the management of the Company and investors in understanding and assessing the underlying business performance and operating trends of the Company. Furthermore, reference to these adjusted financial measures eliminates the impact of certain unusual and non-recurring items that the Group does not consider indicative of the performance of its business. However, the presentation of these Non-HKFRS financial measures should not be considered in isolation or as a substitute for the financial information prepared and presented in accordance with Hong Kong Financial Reporting Standards. 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 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, July 20, 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.