SAINT BELLA

SAINT BELLA GROUP LIMITED
聖貝拉集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2508)

PROFIT ALERT

This announcement is made by SAINT BELLA GROUP LIMITED (the "**Company**" together with its subsidiaries, the "**Group**") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities (the "**Listing Rules**") on The Stock Exchange of Hong Kong Limited (" **Stock Exchange**") and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board (the "**Board**") of directors (the "**Directors**") of the Company is pleased to notify shareholders (the "**Shareholder(s)**") of the Company and potential investors that, based on the preliminary review of the unaudited consolidated management account of the Group for the six months ended June 30, 2026 (the "**Reporting Period**") and information currently available, the Group is expected to record the following financial results:

(i) Revenue of not less than RMB608.0 million, representing an increase of not less than 35% as compared to that for the corresponding period of 2025;

(ii) Adjusted net profit of not less than RMB60.0 million, representing an increase of not less than 54% as compared to that for the corresponding period of 2025; and

(iii) Net profit of not less than RMB53.4 million, as compared to approximately RMB326.9 million for the corresponding period of 2025 (which was substantially attributable to a one-off gain of approximately RMB318.2 million from changes in the fair value of financial instruments issued to investors recorded for the corresponding period of 2025).

The Board considers that the significant one-off gain on fair value changes recorded by the Group in the corresponding period of 2025, and such fair value changes constituted one-off and non-cash items. Accordingly, these items will no longer affect the Group's financial performance following the Company's listing.

The Board emphasizes that the expected significant increase in the Group's revenue and adjusted net profit was primarily attributable to the following key factors:

1. **Synergistic growth across the full lifecycle service matrix and continuous optimization of revenue structure**: the premium pricing capability and average spending per customer of the brands under the Group have steadily increased, and the operating foundation of the core business of postpartum centers remains solid. Meanwhile, the Group has deeply explored the service value throughout the full customer lifecycle, and value-added businesses including postpartum rehabilitation care, home-visit services and health and wellness food products have all achieved robust growth. The synergistic efforts across diversified businesses have driven a significant year-on-year increase in the overall revenue scale.

2. **Dual-engine approach of "organic growth + external mergers and acquisitions"**: the expansion of network footprint and the enhancement of operational efficiency have jointly driven the improvement in core profitability. During the Reporting Period, the Group pursued a coordinated strategy of organic expansion and strategic mergers and acquisitions, continuously optimizing its service network layout across China and overseas. In terms of external expansion, the Group completed the acquisition of the business of "Fu Lei Ya", a Wuhan-based leading maternity and infant care brand, on June 22, 2026 (for details, please refer to the Company's announcements dated June 22, 2026 and June 23, 2026). Meanwhile, leveraging intelligent operations and refined management, the selling and administrative expense ratio of the Group decreased as compared to that for the corresponding period of 2025, and the operational efficiency improved, driving the improvement of core profitability.

3. **"AI + Care"**: significant results from ecosystem empowerment, achieving breakthroughs in both cost reduction and efficiency enhancement and revenue generation from commercialization. The Group's self-developed vertical large model, "Dr. Bella" has been deeply integrated into a full range of in-store and home-visit services. Through deepened collaboration with ecosystem partners in embodied intelligence and industry funds, the Group has driven a significant improvement in operational staff productivity, resulting in the continuous optimization of the marketing and administrative expense ratio. Meanwhile, the Group's AI commercialization initiatives have yielded initial results, with revenue from AI intelligent agents achieving a breakthrough from zero to one. The technological capabilities have been progressively translated into incremental revenue, and the synergistic effects have contributed to the steady enhancement of the Group's profitability.

The Group continues to implement initiatives to enhance its capital market value and create long-term and sustainable returns for Shareholders. On the one hand, it regularly conducts share repurchases to effectively enhance earnings per share, fully demonstrating its confidence in the long-term intrinsic value of the enterprise. On the other hand, leveraging the continued expansion of its full-cycle service matrix and the steady enhancement of its brand premium capabilities, the Group continuously consolidates the operational foundation of its core postpartum center business.

Looking ahead, the Group will continue to implement the synergistic growth strategy of the full-cycle service matrix and the dual-engine strategy of "organic growth + external mergers and acquisitions". Coupled with the ecosystem empowerment advantages of "AI + Care", the Group remains highly confident in the growth of its full-year results.

As of the date of this announcement, the Company is still in the process of finalizing the results of the Group for the Reporting Period. The information contained in this announcement is only the preliminary assessment conducted by the Board based on information currently available to the Group, including the unaudited consolidated management account for the Reporting Period. Such information has not been audited or reviewed by the auditors of the Company and/or the audit committee of the Company, and may be subject to adjustment upon further review. Shareholders and potential investors are advised to read carefully the half year result announcement of the Group for the Reporting Period which is expected to be published before the end of August 2026.

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

By order of the Board
SAINT BELLA GROUP LIMITED
Mr. Xiang Hua
Chairman of the Board, Executive Director
and Chief Executive Officer

Hong Kong, August 10, 2026

As of the date of this announcement, the Board comprises Mr. Xiang Hua as executive Director, and Ms. Wu Annie Suk Ching, Mr. Rainer Josef Bürkle and Mr. Sim Koon Yin Edmund as independent non-executive Directors.