

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.



JBM (Healthcare) Limited

健倍苗苗 (保健) 有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2161)

POSITIVE PROFIT ALERT

This announcement is made by JBM (Healthcare) Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) 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 (Cap. 571 of the Laws of Hong Kong).

The board of directors (the “**Directors**”) of the Company (the “**Board**”) wishes to inform shareholders of the Company (the “**Shareholders**”) and potential investors that, based on a preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 March 2023 and the information currently available to the Board, the Group is expected to record an increase by not less than 130% in the consolidated profit attributable to Shareholders for the year ended 31 March 2023 (“**Consolidated Profit**”) as compared to that for the year ended 31 March 2022.

The significant increase in Consolidated Profit was primarily attributable to the progressive enhancement of retail spending sentiment, boosted by the phased relaxation of the pandemic restrictive measures throughout the fiscal year in the Hong Kong Special Administrative Region (“**Hong Kong**”). This development fostered a gradual recovery in the Group’s overall sales, leading to a noteworthy revenue surge, coupled with the strong sales growth of its cross-border e-commerce platforms. Additionally, the gain from the deemed disposal of equity interest in a joint venture company in a step acquisition (details of which were set out in the announcement of the Company dated 17 March 2023) and the financial subsidy from the government of Hong Kong through the Employment Support Scheme further contributed to the Group’s strong financial performance.

The Board believes that the consumers' growing focus on health management and their shift towards online purchases will continue to drive growth in the consumer healthcare market. The Group will actively pursue its growth strategies by capitalizing on the consumer trend of self-care and online retail, leveraging its robust portfolio, effective brand management, and strong commercial execution.

As at the date of this announcement, the consolidated results of the Group for the year ended 31 March 2023 have not yet been finalised. The information contained in this announcement is only based on a preliminary assessment by the Board with reference to unaudited consolidated management accounts of the Group for the year ended 31 March 2023 and the information currently available to the Board. Such information has not been reviewed and confirmed by the auditors of the Company, and may be subject to adjustments. Further details of the Group's performance will be disclosed in the annual results announcement of the Company for the year ended 31 March 2023 in accordance with the Listing Rules, which is expected to be published on 15 June 2023.

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

By Order of the Board
JBM (Healthcare) Limited
Wong Yat Wai, Patrick
Executive Director and Chief Executive Officer

Hong Kong, 1 June 2023

As at the date of this announcement, the Board comprises Mr. Sum Kwong Yip, Derek as the Chairman and non-executive Director, Mr. Wong Yat Wai, Patrick (also as Chief Executive Officer) as executive Director, Mr. Yim Chun Leung and Mr. Yeung Kwok Chun, Harry as non-executive Directors, and Mr. Chan Kam Chiu, Simon, Mr. Luk Ting Lung, Alan and Mr. Lau Shut Lee, Tony as independent non-executive Directors.