

Financial Highlights

Continuing operations only
For the year ended 31 March 2021



[^] Store Impairments refer to provision for impairment of retail store assets (include right-of-use assets and property, plant and equipment) of continuing operations made in accordance with the Hong Kong Accounting Standard 36

Our Footprint in Asia

As of 31 March 2021

232

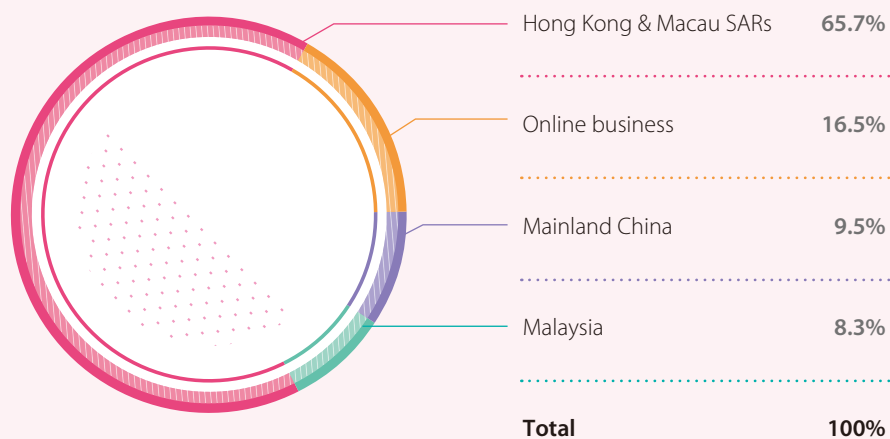
Points of sales



Remark: The above data is settled in local currency

Group Geographical Sales Mix

For the year ended 31 March 2021



Beautiful Platforms

LINK MORE

We strive to accelerate the integration of O2O operations and put emphasis on digital marketing techniques to capitalise on the fast-growing online shopping extravaganza.





Beautiful Experiences

SHOP SIMPLE

We are committed to embracing the New Retail era, and to becoming increasingly customer-centric for our future development.





Beautiful Services

ENJOY SHOPPING

We aim to understand customers better and to interact more closely with them, moving towards the long-term goal of providing a seamless online-to-offline shopping experience.





Beautiful Future

CLEAN BEAUTY

We formulate strategies to cater to the changing patterns in consumer behaviour and preferences by using big data and retail technology for business and product analysis.









Eleanor



**The Makeup Miracles
The Key to Beauty**