

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.



愛帝宮母嬰健康股份有限公司
AIDIGONG MATERNAL & CHILD HEALTH LIMITED

(Incorporated in Bermuda with limited liability)

(Stock code: 286)

PROFIT ALERT– REDUCTION IN LOSS

This announcement is made by Aidigong Maternal & Child Health Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 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 in the **Listing Rules**) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company and potential investors that based on a preliminary review of the Company’s unaudited consolidated management accounts for the six months ended 30 June 2023 (the “**Period**”) and information currently available to the Board, the Group expects to record a gross profit of approximately HK\$93 million for the Period, representing an increase of approximately HK\$38 million or 69.1% as compared to the corresponding period in 2022 and a net loss of approximately HK\$23 million for the Period, representing a decrease of approximately HK\$39 million or 62.9% as compared to the net loss recorded for the corresponding period in 2022. The Group’s adjusted EBITDA for the Period will increase HK\$36 million to HK\$31 million as compared to the corresponding period in 2022.

During the Period, the increase in gross profit, reduction in net loss and improved EBITDA of the Group are mainly attributable to the following reasons: (i) new stores are operated under the ultra-light asset model, which further reduce the initial investment of new stores and optimize the financial model of mature stores, resulting in a substantial increase in gross profit; (ii) the operation of Aidigong is gradually getting out of the impact of the epidemic and is in a steady recovery phase which returns to profitability; and (iii) the postpartum care services business is using innovative marketing approach to improve marketing efficiency, and hence sales and marketing expenses have decreased compared with the corresponding period in 2022. With the implementation of the Group’s strategy to capture high-quality markets, the Board is confident in the Group’s business development and prospects.

The information contained in this announcement is only based on the preliminary assessment by the Board on the information currently available to the Company, including the unaudited management accounts of the Group for the Period, which have not been determined or reviewed by the audit committee of the Company or the external auditors of the Company. Further details of the Group's financial performance during the Period will be disclosed in the interim results announcement of the Company for the Period which is currently expected to be published on 31 August 2023.

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

By Order of the Board
Aidigong Maternal & Child Health Limited
Zhu Yufei
Chairman

Hong Kong, 20 August 2023

As at the date of this announcement, the Board comprises Ms. Zhu Yufei, Mr. Cheung Wai Kuen, Mr. Lin Jiang, Mr. Li Runping and Ms. Meng Lijia as executive Directors; Mr. Guo Qifei and Ms. Liang Linmin as non-executive Directors; and Ms. Yu Lin, Mr. Wong Yiu Kit, Ernest, Mr. Huang Wenhua and Mr. Wang Qingyu as independent non-executive Directors.