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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 six months ended 30 September 2023 and the information currently available to the Board, the Group is expected that the consolidated profit attributable to Shareholders for the six months ended 30 September 2023 (“**Consolidated Profit**”) reaches the level of approximately HK\$62 million which would represent around threefold compared with the same period of last year.

The significant increase in Consolidated Profit was primarily attributable to the positive market sentiment alongside the rebound in inbound tourism. Our persistent and effective execution of brand development and sales strategies has significantly contributed to the increase in sales revenue across product segments along with a noteworthy increase in sales margins, particularly for our proprietary medicines. This robust performance underscores our disciplined approach to strategic priorities and our strong operational execution.

The Board believes that the ongoing recovery of the Hong Kong economy and inbound tourism will continue to benefit the retail sector. Additionally, the continued consumer emphasis on health management and their shift towards online purchases will continue to fuel growth in the consumer healthcare market. The Group will actively pursue its growth strategies by capitalising 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 six months ended 30 September 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 six months ended 30 September 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 interim results announcement of the Company for the six months ended 30 September 2023 in accordance with the Listing Rules, which is expected to be published on 22 November 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, 8 November 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.