



(Incorporated in the Cayman Islands with limited liability)
(Stock code: 2161)

JBM Healthcare Announces FY2024 Annual Results

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Adjusted Profit* Surges 149.5% to HK\$130.5 Million

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Flagship Brands Spearhead Growth with Effective Strategies

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Recommends Final Dividend of HK4.05 Cents Per Share

KEY HIGHLIGHTS

- Year-on-year revenue increased by 24.6%, totalling HK\$648.4 million
- Adjusted profit attributable to equity shareholders* soared 149.5% to HK\$130.5 million
- The Board recommends a final dividend of HK4.05 cents per share
- All three business segments exhibited robust growth momentum
- Flagship proprietary brands Ho Chai Kung (何濟公) and Po Chai Pills (保濟丸) led with impressive growth
- Cross-border e-commerce continued to grow on various platforms

(Hong Kong, 18 June 2024) **JBM (Healthcare) Limited** ("JBM Healthcare" or the "Company"; Stock Code: 2161, together with its subsidiaries, the "Group"), a leading branded healthcare products marketer and distributor in Hong Kong, today announced the annual results of the Group for the year ended 31 March 2024 ("FY2024" or the "Reporting Period").

During the Reporting Period, the Group's branded healthcare business achieved a 24.6% increase in revenue, totalling HK\$648.4 million. Gross profit for the same period rose by 64.5% to HK\$338.1 million. Adjusted profit attributable to equity shareholders* surged by 149.5% to HK\$130.5 million. This robust performance is primarily due to improved retail market sentiment and successful marketing strategies for key brands in the proprietary medicine category, notably Ho Chai Kung (何濟公) and Po Chai Pills (保濟丸).

The Board recommends a final dividend of HK4.05 cents per share. Including the interim dividend of HK3.45 cents per share already paid, the total dividend for FY2024 will be HK7.5 cents per share.

Effective Brand Management Fueled Robust Performance

In the branded medicines business, sales revenue achieved a significant growth of 53.3%, primarily attributable to the remarkable performance of Ho Chai Kung (何濟公) products. A widely recognised household name for over-the-counter painkillers and fever relief, Ho Chai Kung has experienced a significant boost in sales, which is attributed to its effective brand marketing strategy alongside effective sales channel management. The brand's launch of a new TV advertising campaign featuring celebrity Hins Cheung (張敬軒), has received a tremendous response from the audience. The creative campaign, "Trust Hin Gong, Use

* Excluding the one-off Employment Support Scheme subsidy from the Hong Kong Government for the year ended 31 March 2023

Ho Chai Kung (信軒公 · 用何濟公)", garnered substantial views and likes across various social media platforms, creating a trending topic in the city and significantly enhancing the brand's visibility in Hong Kong.

The proprietary Chinese medicines segment exhibited an overall 7.3% increase in revenue, fueled by the strong growth of Po Chai Pills (保濟丸) and the sustained momentum of the Group's concentrated Chinese medicine granules business. During the Reporting Period, Po Chai Pills (保濟丸) successfully launched a new TV advertisement named "Ivana's Po Chai Pills Digestive Tune (保濟苑腸胃歌)" targeting a younger audience and reinforcing its leadership in Chinese gastrointestinal medicine. Renowned singer-song writer Ivana Wong (王菀之) lends her voice to a revamped version of the classic jingle, "Take Po Chai Pills for Rapid Relief (快食保濟丸)", which resonates with viewers, invokes nostalgic memories and revitalises the brand.

Sustained Development in Cross-Border E-commerce

The Group's cross-border e-commerce division continued its growth trajectory and remained a consistent contributor to the Group's profits. This was driven by strong demand for its proprietary brands, such as Ho Chai Kung (何濟公) and Po Chia Pills (保濟丸), as well as solid performances in the medical devices and beauty products segments. In the fourth quarter of 2023, the Group launched its Tmall Ho Chai Kung Overseas Flagship Store (天貓何濟公海外旗艦店), intending to bolster the brand's image and recognition while expanding its consumer base in Mainland China.

Mr. Patrick Wong, Chief Executive Officer of JBM Healthcare, commented, "In FY2024, JBM Healthcare capitalised on promising growth opportunities amid the notable rebound of Hong Kong's retail sector, leveraging our strategic acumen and robust execution."

"As we forge ahead, we are poised to harness transformative trends in healthcare. We will prioritise operational excellence, productivity, and shareholder value while enhancing efficiency and actively expanding its sales platforms and geographic reach. By providing trusted, branded healthcare products, JBM Healthcare empowers consumers to better manage their health, aligning with its mission."

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About JBM (Healthcare) Limited (健倍苗苗 (保健) 有限公司 ; Stock Code: 2161)

JBM Healthcare is a Hong Kong-based company that markets and distributes branded healthcare products across Greater China, Southeast Asia, and other select countries. The Group is a distinctive player in the sector with marketing expertise and heritage in pharmaceuticals that prioritises product efficacy and quality to meet consumers' healthcare needs. As a renowned healthcare brand operator in Hong Kong, the Group carries a wide-ranging portfolio of branded healthcare products comprising branded medicines, proprietary Chinese medicines, and health and wellness products, which include well-recognised household brands such as Po Chai Pills (保濟丸), Ho Chai Kung Tji Thung San (何濟公止痛退熱散), Contractubex (德國秀碧除疤膏), Mederma for Kids (美德瑪寶兒除疤啫喱), Tong Tai Chung Woodlok Oil (唐太宗活絡油), Flying Eagle Woodlok Oil (飛鷹活絡油), Saplingtan (十靈丹), Shiling Oil (十靈油) and Konsodona Medicated Oil (鎮痛霸祛風活絡油). JBM Healthcare has been a constituent stock of the MSCI Hong Kong Micro Cap Index since 27 May 2021. For more details about JBM Healthcare, please visit: www.jbmhealthcare.com.hk

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