



Yoho Group Holdings Limited
友和集團控股有限公司

**Yoho Group and EC Healthcare sign MOU
on proposed strategic partnership**

**Jointly expand medical, aesthetic medical and beauty and
wellness services in the e-commerce market**

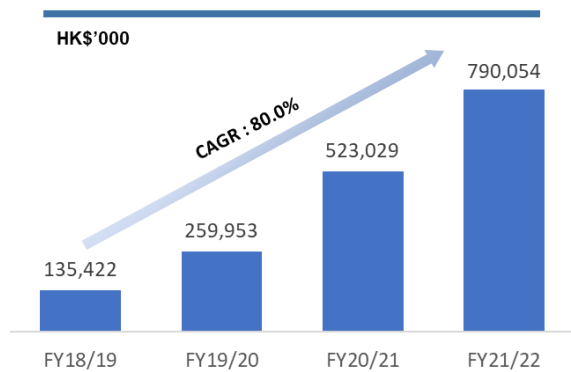
(Hong Kong, 29 June 2022) – **Yoho Group Holdings Limited** (“Yoho Group” or the “Group”; Stock Code: 2347), a leading e-commerce platform in Hong Kong, has signed a non-legally binding memorandum of understanding (the “MOU”) with EC Healthcare (“ECH”; Stock Code: 2138) on a proposed strategic partnership to accelerate the growth of medical, beauty and healthcare services in the e-commerce market in Hong Kong.

The proposed collaboration entails the Group launching a dedicated online service zone for medical, aesthetic medical and beauty and wellness services, which will accelerate the scale of marketplace operations of the Group, and also enable the services of ECH to reach a greater traffic flow with strong client synergy in the healthcare and beauty sector. The Group and ECH shall also strengthen their co-marketing efforts to promote medical, aesthetic medical and beauty and wellness-related products and services via the Group’s online marketplace to increase the overall sales volume and promote cross-selling of the products between both parties. Moreover, the Group and ECH shall exchange know-how in precision marketing and consumer behaviour analysis in the healthcare and beauty sector to deliver a more comprehensive digitalized marketing strategy to improve the overall customer lifetime value. Also, the Group and ECH shall jointly develop e-commerce technologies and solutions across social and mobile commerce, data-driven marketing and fulfilment efficiency.

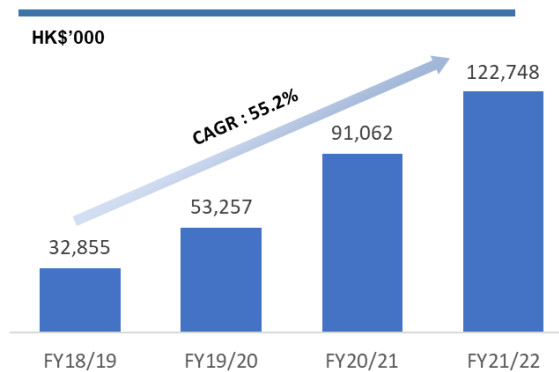
Mr. Franz Wu, Founder, Executive Director, Chairman and Chief Executive Officer of Yoho Group, said, “We are pleased to be forging a partnership with ECH. We expect the cooperation to expedite the growth of the Group’s online marketplace operations, allowing us to offer more competitive and diverse healthcare and beauty-related offerings to customers as well as enhance the Group’s marketing efficiency and improve the overall customer lifetime value. We believe the proposed strategic partnership can also create synergies for the two parties, and for the Group, its existing business can have greater room to grow and it can optimize its overall business layout, thus securing a solid foundation for future development.”

Yoho Group is one of the leading market players in the business-to-consumer (B2C) e-commerce industry in Hong Kong. It has more than 820,000 registered users as at 29 June 2022 and over 2,290,000 monthly active users (based on the data in March 2022). According to Frost & Sullivan’s data and the Group’s revenue for the financial year ended 31 March 2021, the Group recorded the highest online retail sales among e-commerce players in consumer electronics and home appliances.

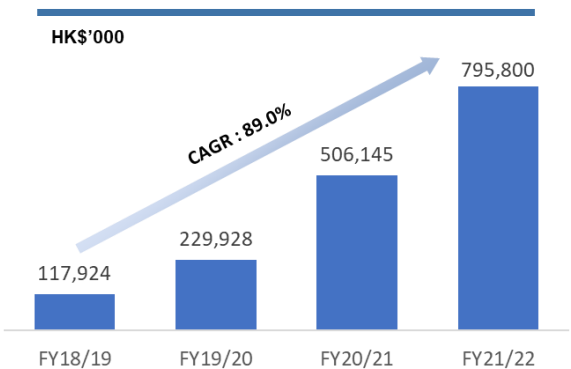
Revenue



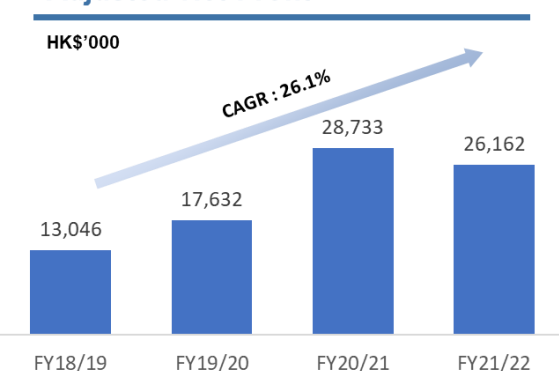
Gross Profit



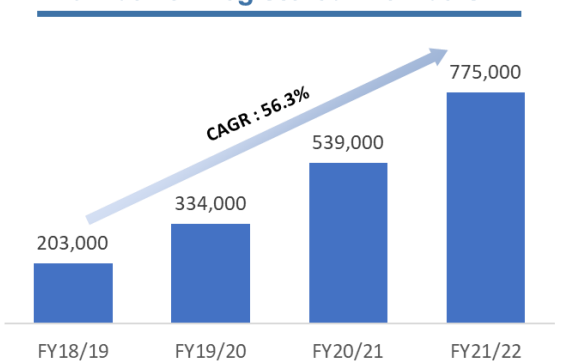
Gross Merchandise Value



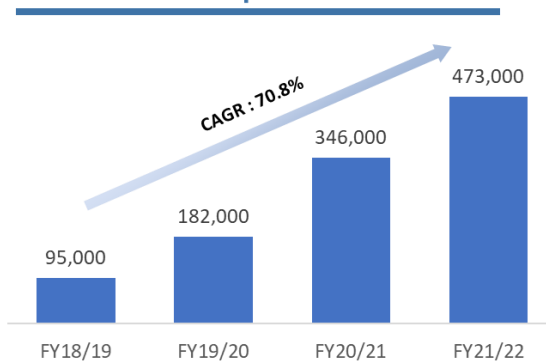
Adjusted Net Profit¹



Number of Registered Members



Number of Completed Orders



¹ Adjusted net profit (measured as non-HKFRS) is defined as profit for the year adjusted for (i) change in fair value of convertible redeemable preference shares and (ii) listing expenses.

- End -

About Yoho Group Holdings Limited (Stock Code: 2347)

Yoho Group Holdings Limited, Hong Kong's first B2C eCommerce company to list on HKEX main board, is one of the leading market players in the business-to-consumer (B2C) e-commerce industry in Hong Kong, carrying over 23,000 SKUs (with a focus on Consumer Electronics and Home Appliances). Its retail business adopts the online-merge-offline (OMO) model. According to Frost & Sullivan's data and the Group's revenue for the financial year ended 31 March 2021, the Group recorded the highest online retail sales among e-commerce players in consumer electronics and home appliances and acquired a market share of approximately 5.6%.

About EC Healthcare (Stock Code: 2138)

According to independent research conducted by Frost and Sullivan in terms of revenue in 2020 and 2021, EC Healthcare is Hong Kong's largest non-hospital medical service provider, leveraging its core businesses of preventive and precision medicine, and committed to developing medical artificial intelligence by integrating its multi-disciplinary medical services. It principally engages in the provision of one-stop high-end branding medical and health care services in the Greater China, which is supported by its enclosed healthcare ecosystem with outstanding customer retention rate for years.

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