



Be Charming &
Impressive

SPA





Corporate Profile

Modern Beauty Salon Holdings Limited (the "Company") and its subsidiaries (the "Group" or "Modern Beauty") is a leading beauty salon group in Hong Kong offering a comprehensive array of beauty and healthcare services to mid- and high-income groups of customers in the quest of quality living. Our services range from beauty, facial and slimming treatments to spa and massage services as well as fitness courses under brandnames of "Modern Beauty Salon", "be Sanctuary Spa", "Slim Express", "Modern Fitness", "be homme" and "Moment of Serenity". The Group has also been engaging in the retail sales of beauty and skincare products under own brandname "be", distributing at its network of service centres as well as via various renowned personal care chain stores.

Established in 1991, Modern Beauty's drive to excel in the beauty and healthcare services industry has been rewarded by impressive growth and significant milestones achieved in its history of development. On 9 February 2006, Modern Beauty was successfully listed on the Main Board of The Stock Exchange of Hong Kong. Backed by more than 15 years of experience and expertise in the industry, Modern Beauty possesses competitive strengths of strong brand recognition, offering a broad selection of quality beauty and healthcare services and operating an extensive network of 19 large-scale service centres at prime locations in Hong Kong. Leveraging on its effective management, first-grade service quality as well as proprietary information technology system, Modern Beauty is well positioned to capitalize on the robust growth potential of the China beauty services market.

