



Milestones

1991

- Opened the first “**Modern Beauty Salon**” service centre in Causeway Bay with a gross floor area of approximately 2,000 square feet.
- Mainly provided facial, massage and make-up services.



1992

- Opened the second service centre in Tsimshatsui.
- Started to provide fitness and slimming services.

1993~1999

- Expanded the service network by adding seven more service centres during the years, including the large-scale service centre at On Hing Terrace in Central, with a gross floor area spanning up to 15,000 square feet.
- Appointed Ms. Choi Siu Fan Ada (蔡少芬小姐) as the Group’s first spokesperson in 1999 to promote beauty and healthcare services.

2000

- Opened the first prime service centre at shopping plaza of Miramar Hotel focusing on fitness services.
- Introduced fitness courses such as aerobics.

2001

- Opened the first flagship service centre at Asia Standard Tower, Central, which takes up a gross floor area of up to 37,000 square feet. It has been the largest service centre operated by Modern Beauty so far.

2002

- Introduced intense pulse light services performed by registered medical practitioners in Hong Kong.
- Rolled out beauty and skincare products under own brandname “**be**”.
- Launched “**be homme**” beauty and facial service line for men.
- Set up **Beauty Expert International College** to provide professional training for frontline beauty staff.



2003

- Launched the tradenames “**Slim Express**” and “**Modern Fitness**” to actively promote the Group’s slimming and fitness service lines.
- Introduced Thai boxing fitness courses and started to provide spa services.





2004

- Opened the first “**be Sanctuary Spa**” service centre at Hopewell Centre, Wanchai to provide integrated spa and massage services.
- Obtained approval from international beauty institutions such as the Confederation of International Beauty Therapy and Cosmetology (“CIBTAC”) to offer professional training courses with accredited qualifications at **Beauty Expert International College**.
- Named **Superbrand** by Hong Kong Superbrands Council in Hong Kong.

2005

- The Hopewell service centre was awarded **ISO9001:2000 Quality Qualification** from the British Standards Institution in the scope of the design and provision of facial and slimming services as well as the provision of spas and body massage services.
- Received **Best of the Best for Executives 2005** by Capital Magazine.
- Introduced teeth whitening services during the year.

January~March 2006

- Successfully listed on the Main Board of the Stock Exchange of Hong Kong on 9 February 2006.
- Introduced foot massage services under the tradename “**Moment of Serenity**” during the year.
- Launched the service enhancement program and extended the validity period of prepaid packages to three years.
- As at 31 March 2006, the Group operated a network of 17 service centres in Hong Kong, covering an average total gross floor area of approximately 225,000 square feet.

June 2006 (Post-results update)

- Established a special interactive voice response system (“**IVRS**”) to further enhance customer services and launched a brandnew online booking system.
- As at 30 June 2006, the Group operated a network of 19 service centres in Hong Kong, taking up an average total gross floor area of approximately 237,000 square feet.
- Made entry into the China market by setting up service centres in major cities including Beijing, Shanghai, Guangzhou and Shenzhen.