

Be Confident &
Refreshing



SLIMMING







Business Profile

The Group offers a comprehensive array of beauty and healthcare services which are marketed under different brandnames including beauty and facial services under "**Modern Beauty Salon**", spa and massage services under "**be Sanctuary Spa**", slimming services under "**Slim Express**", fitness services under "**Modern Fitness**" and men salon services under "**be homme**". The Group also engages in the retail sales of beauty and skincare products under own brandname "**be**".

Beauty and Facial Services

Modern Beauty Salon provides a wide range of beauty and facial services catering for different customer needs. These beauty and facial services include intense pulse light pigment removal, hair reduction, wrinkle elimination and face reshaping. Our service centres offers beauty and facial treatments applicable to different facial parts which can be classified into facial skincare, eye, ear, hand, foot and body. The treatments are complemented with state-of-the-art skincare facilities to provide tailor-made and personalised services to customers.

Spa and Massage Services

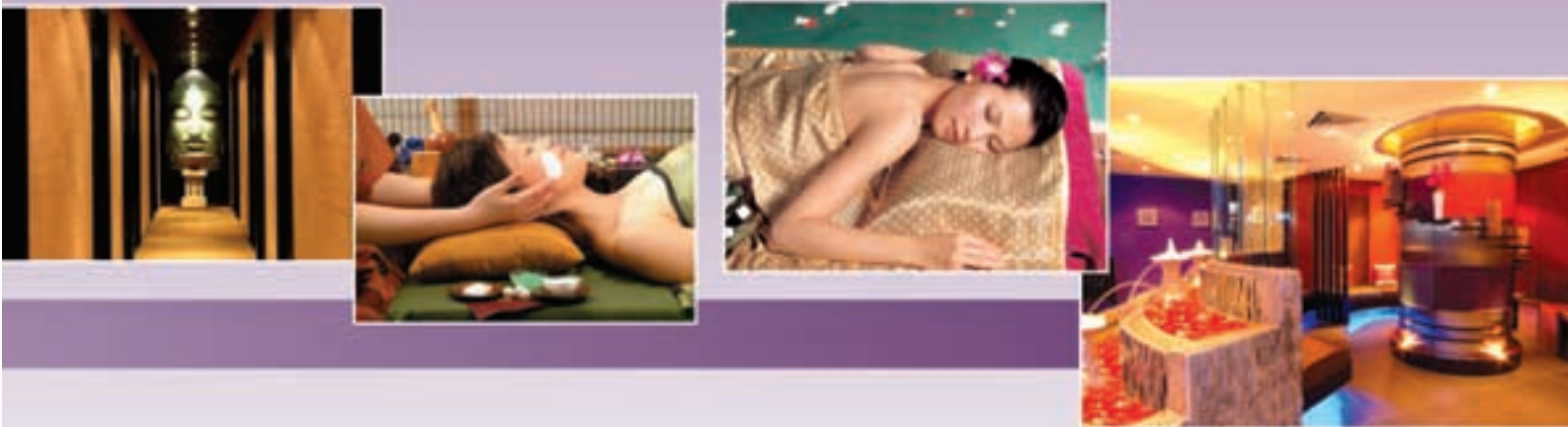
be Sanctuary Spa projects a sense of comfort and peace against a backdrop of a specially designed tropical style resort spa décor. Surrounded by the green plants and flowers in the interior, our spa centres provide a naturally hassle-free and relaxed environment for the customers. The spacious and tranquil spa rooms allow for a complete escape without sacrificing the finest treatment. The spa centres offer a wide selection of different types of spa therapies, body scrub treatments, fruit mud treatments according to skin types of the customers and their personal preferences. Customers can just choose and pick their specific favourites from the long list of choices.

Slimming Services

Slim Express offers a comprehensive range of beauty and healthcare services with an emphasis on weight management including whole and partial body slimming treatment. Our service centres are equipped with advanced healthcare and slimming equipment which assist customers to revive body figures under proper guidance from independent professional consultants, such as medical practitioner, slimming consultants, nutritionists and counsellors.

Fitness Services

Modern Fitness provides a series of gymnasium, yoga, Thai boxing and aerobic courses at our service centres which are equipped with different kinds of state-of-the-art gymnasium equipment to cater to individuals' needs for private, professional and effective fitness programmes. Professional staffs are all well-



trained to tailor-make appropriate regimens that will produce satisfactory results within the shortest possible period of time. The centres are also equipped with steam baths, hydrotherapeutic jacuzzis and lounges where excellent ambience and privacy are ensured for the maximum comfort and rest of our customers.

Men Salon Services

The Group's **be homme** centres offer comprehensive skincare treatments as well as foot massage services specially designed for men customers in order to take care of men's unique beauty needs. Beauty and skincare products exclusively for men are also available for customers' selection.

Beauty and Skincare Products

The Group offers a wide variety of beauty and skincare products under its own brandname "**be**", targeting health- and beauty-conscious customers. The "**be**" products are distributed in our service network as well as via a number of renowned personal care chain stores in Hong Kong.

Service Network Coverage

Our network of 19 large-scale service centres now covers virtually all prime commercial locations and high-density residential districts in the territory.

Extensive Service Network as at 30 June 2006



Location	No. of Service Centres
Hong Kong Island	
Central, Admiralty & Wanchai	3
Causeway Bay	3
Quarry Bay	1
Kowloon	
Tsimshatsui	4
Mongkok	3
New Territories	
Tsuen Wan	1
Tuen Mun & Yuen Long	2
Tai Wai	1
Tseung Kwan O	1
Total	19
○ To be opened	