



**Press Release**

**For Immediate Release**



*(Incorporated in the Cayman Islands with limited liability)*

(Stock Code: 3390)

**Tycoon Group and JBM Healthcare Enter New Joint Venture to Create a New Popular Chinese Healthcare Product Brand Through a Closer Strategic Partnership**

(Hong Kong, 8 April, 2021) [Tycoon Group Holdings Limited](#) (“Tycoon Group”, Stock Code: 3390), a health and well-being related products provider in Hong Kong, announced that it has entered into a new joint venture with JBM (Healthcare) Limited (“JBM Healthcare”, Stock Code: 2161) to co-create a new brand which specializes in Chinese healthcare products, aiming for the substantial demand for healthcare products in the Greater China market. Mr. Wong Ka Chun Michael, the Chairman and the Chief Executive Officer of Tycoon Group, Mr. Patrick Wong, Chief Executive Officer of JBM Healthcare and Mr. Philip Yu, Chief Financial Officer of Jacobson Pharma Corporation Limited (“Jacobson Pharma”, Stock Code: 2633) attended the signing ceremony today.

**Leveraging respective strengths of Tycoon and JBM Healthcare to create a new popular Chinese healthcare product brand**

Tycoon Group principally engages in the distribution of Proprietary Chinese Medicine (PCM), health supplement, skin care, personal care and other healthcare products which enjoy high consumer recognition. Experienced in brand management, Tycoon has in-depth knowledge and expertise in developing various sales and marketing strategies. Because of its marketing prowess and well-established and effective distribution channels, Tycoon Group became one of the three major distributors in PCM in Hong Kong in merely three years after its incorporation. Until now, Tycoon



Group has distributed and has sold 120 brands.

JBM Healthcare is the market leader in the business of production and distribution of pharmaceutical products, managing widely-acclaimed brands including products of Po Chai Pills (保濟丸), Ho Chai Kung Tji Thung San (何濟公止痛退熱散) and Tong Tai Chung Woodlok Oil (唐太宗活絡油). JBM Healthcare possesses strong development and manufacturing capabilities and operates two GMP-accredited production facilities for PCM products located in Hong Kong. Furthermore, its holding company, Jacobson Pharma is a leading pharmaceutical company in Hong Kong, possesses market-leading expertise in research, development, and production.

To combine the respective strengths of the two parties, the new joint venture company will leverage JBM Healthcare's advanced capabilities in development and production to develop and manufacture own-brand products which cater for and suit the market trends and consumers' needs, while leveraging Tycoon Group's distribution channels for own-brand products and diversified online and offline sales and marketing strategies to build the brand image and increase the market shares of the own-brand products. The joint venture company is owned as to 50% by Tycoon Group and 50% by the JBM Healthcare Group and will be jointly controlled by the two groups. The own-brand products are expected to be available in the second half of 2021.

**Mr. Wong Ka Chun Michael, the Chairman and the Chief Executive Officer of Tycoon Group,** said, "I am glad to see that Tycoon Group and the JBM Healthcare is establishing a closer partnership. I believe that the joint venture company will fully make use of the respective strengths of the two groups to create a synergy which unlocks substantial business opportunities in the greater health industry, creating a win-win situation for both of us."

**Mr. Patrick Wong, Chief Executive Officer of JBM Healthcare,** said, "this strategic partnership of the JBM Healthcare and Tycoon Group will take our partnership to a new level and a closer alliance will be formed. I am looking forward to seeing that the joint venture will leverage the competitive edges of the two groups to bring quality and reputable Chinese healthcare products to consumers."

High definition event photo download link: <https://bit.ly/3cWKbqG>



Tycoon Group announced a new joint venture with JBM Healthcare. Mr. Wong Ka Chun Michael (Left), the Chairman and the Chief Executive Officer of Tycoon Group, and Mr. Patrick Wong (Right), Chief Executive Officer of JBM Healthcare signed a strategic cooperation agreement today.



Mr. Wong Ka Chun Michael (Second to the left), the Chairman and the Chief Executive Officer of Tycoon Group, Mr. Patrick Wong (Second to the right), Chief Executive Officer of JBM Healthcare and Mr. Philip Yu (First to the right), Chief Financial Officer of Jacobson Pharma and Mr. Raymond Wong (First to the left), the Chief Financial Officer of Tycoon Group attended the signing ceremony today.

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**About Tycoon Group Holdings Limited (Stock Code: 3390)**

Tycoon Group is a reputable provider of health and well-being related products with the mission of bringing health and vitality to consumers. The group has distributed over 100 brands and became one of the three major distributors in PCM in Hong Kong in 2018. During FY2020, the Group distributed and sold 120 brands of PCM, health supplement, skin care, personal care and other healthcare products through online and offline sale channels. In addition, the Group has sourced and distributed a number of anti-epidemic products in great demand such as surgical masks, thermometers, hand sanitizers and cleaning wipes in 2020. With a vision of establishing its own brands of products, the Group develops Private Label Products under its well-received brands including “Boost Guard (BG 博健科研)”, “和漢 (Wakan)”, and “金門 (Kinmen)”. Tycoon has established sound relationships with chain retailer customers, with the top two chain retailer customers operating over 520 stores in Hong Kong as at 31 December 2020. For more details, please visit the Group’s official website: <https://www.tycoonhealth.com/>

**About JBM (Healthcare) Limited (Stock Code: 2161)**

JBM Healthcare is a Hong Kong-based company that markets and distributes branded healthcare products with a product footprint across Greater China, Southeast Asia and certain other countries. As a leading healthcare brand operator in Hong Kong, JBM Healthcare carries a portfolio of a wide range of branded healthcare products, comprising branded medicines, health and wellness products and proprietary Chinese medicines. For more details about JBM Healthcare, please visit: [www.jbmhealthcare.com.hk](http://www.jbmhealthcare.com.hk)

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