



Happy Face Health and  
Cosmetic Beauty Smile Ltd

[www.happyfacesmileco.com/](http://www.happyfacesmileco.com/)  
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Postal & Registered Office

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China

FNSX Code: HFB

March 23, 2021

Company Announcements Office  
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## Open Announcement

To our investors, shareholders and employees:

On 22 March 2021, Happy Face Health and Cosmetic Beauty Smile Ltd (listing code HFB) (“HFB”) has acquired the Australian brand Célan (“Célan”) with a market capitalisation of AUD \$2,500,000.

The talk of this acquisition has been in process since December 2020 and has been finalised as of yesterday morning. The Australian brand Célan is one of many acquisitions taking place for HFB, specialising in antibacterial products, namely the Célan Creme. HFB believes this is a great expansion plan as it will allow for further scaling into health and beauty industries for our key stakeholders. As HFB is engaged in the business of cosmetic and beauty care, the acquisition of the successful startup serves as an integral point of diversification for the business. As such, it is planned that Célan will lead the antibacterial divisions of HFB in Australia as well as conduct further research and development into the protection of health and wellbeing.

Due to the increased demand of antibacterial care (specifically for sanitising products) Célan has experienced unprecedented growth in the fourth quarter of 2020, since its launch in 1 June 2020. In 2019 the global sanitiser market was valued at USD 2.7 billion however



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the onset of the recent COVID-19 pandemic spurred an exponential growth in shifting consumer preferences, and is expected to grow at 22.6% from 2020 to 2027 (CAGR). Both the demand in online and physical sales channels boomed significantly during this outbreak, solidifying the need for cleaning practices amongst global consumer groups.

Célan has been well received in the Australian-Pacific market, with plans to scale the geographic distribution of the product globally as well as product range & SKU within this coming year. This includes the creation of the Célan Candle™, Célan Body Range™ and Célan Tea™.

The executive team at HFB kindly seek support of our fellow investors, shareholders and staff and we thank you for your patience and understanding. Whilst we will retain the management structure of Célan in this transition, there will be certain corporate restructurings of HFB to optimise our profitability in the forthcoming decade. It is therefore important that we unite as a family during this crucial period of HFB and Célan history.

We invite our shareholders, investors and any member of staff to come forward with any questions regarding this acquisition process. Please direct your queries to the relevant department which will provide you with further details.

We look forward to this exciting and prosperous journey!

**Linda Cheng**

Chairperson

Happy Face Health and Cosmetic Beauty Smile Ltd

