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LIFE CONCEPTS

Life Concepts Holdings Limited

生活概念控股有限公司

(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)

(Stock Code: 8056)

TERMINATION OF THE PROPOSED CHANGE OF COMPANY NAME

References are made to the announcements of the Company dated 27 March 2023, 28 September 2023 and 13 October 2023 (collectively, the “**Announcements**”) in relation to, among other things, (i) the Proposed Change of Company Name; (ii) the poll result in respect of the Proposed Change of Company Name at the AGM; and (iii) the termination of the Framework Agreement and resignation of executive directors. Unless otherwise defined, capitalised terms used herein shall have the same meanings ascribed to them in the Announcements.

The Board announces that, due to the termination of the framework agreement for strategic cooperation with 深圳市金玉匯萃科技有限公司 (Shenzhen Jinyu Huicui Technology Co., Ltd.*), and Mr. Yu Qinglong and Ms. Li Junping who were responsible for the aforementioned framework agreement have tendered their resignations as executive Director on 12 October 2023. The Board considers that the Proposed Change of Company Name will no longer benefit the future business development of the Company. Accordingly, the Board has decided not to proceed with the Proposed Change of Company Name.

By Order of the Board

Life Concepts Holdings Limited

Xu Qiang

Chairman, Executive Director and Chief Executive Officer

Hong Kong, 19 April 2024

As at the date of this announcement, the Board comprises Mr. Xu Qiang (Chairman and Chief Executive Officer), Mr. Liu Guowei, Mr. Yu Quansheng and Ms. Wu Liyu as executive Directors; and Mr. Hui Hung Kwan, Mr. Bian Hongjiang and Mr. Chen Wenrui as independent non-executive Directors.

* *For identification only*

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief, the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the “Latest Listed Company Information” page of the Stock Exchange’s website at www.hkexnews.hk for at least 7 days from the date of its publication. This announcement will also be published on the Company’s website at www.lifeconcepts.com.