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NEW CONCEPTS HOLDINGS LIMITED

創業集團（控股）有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2221)

PROPOSED INCREASE IN AUTHORISED SHARE CAPITAL

The board (the “**Board**”) of directors (the “**Directors**”) of New Concepts Holdings Limited (the “**Company**”) announces to propose the increase of the authorised share capital of the Company.

As at the date of this announcement, the existing authorised share capital of the Company is HK\$200,000,000 divided into 2,000,000,000 shares of HK\$0.10 each (the “**Shares**”). As at the date of this announcement, 1,606,132,134 Shares are in issue and 393,867,866 Shares are authorised but unissued.

In order to enable the Company to have greater flexibility in raising funds and to promote future business growth, the Board proposed to increase the authorised share capital of the Company from HK\$200,000,000 divided into 2,000,000,000 Shares of HK\$0.10 each to HK\$400,000,000 divided into 4,000,000,000 Shares of HK\$0.10 each by the creation of additional 2,000,000,000 new unissued Shares (the “**Increase in Authorised Share Capital**”). Such new Shares, upon issue, shall rank *pari passu* in all respects with the existing Shares. The Board believes the Increase in Authorised Share Capital is in the interests of the Company and the shareholders of the Company (the “**Shareholders**”) as a whole.

The Increase in Authorised Share Capital is subject to the approval of the Shareholders by way of an ordinary resolution at the forthcoming annual general meeting of the Company to be held on Friday, 16 August 2024 (the “**AGM**”). An ordinary resolution will be proposed at the AGM for the Shareholders to consider, and if appropriate, approve the Increase in Authorised Share Capital.

A circular containing, among other things, further details of the Increase in Authorised Share Capital and the notice convening the AGM will be despatched by the Company to the Shareholders in due course.

By Order of the Board
New Concepts Holdings Limited
Zhu Yongjun
Chairman and Executive Director

Hong Kong, 25 June 2024

As at the date of this announcement, the executive Directors are Mr. Zhu Yongjun, Mr. Pan Yimin and Mr. Lee Tsi Fun Nicholas; the non-executive Directors are Mr. Lin Jiakuang and Dr. Ge Xiaolin; and the independent non-executive Directors are Ms. Du Yun, Mr. Lo Chun Chiu, Adrian, Dr. Tong Ka Lok and Mr. Choy Wai Shek, Raymond, MH, JP.