

Unless otherwise defined, terms used in this announcement shall have the same meanings as those defined in the prospectus dated 4 September 2014 (the “**Prospectus**”) issued by New Concepts Holdings Limited (the “**Company**”).

This announcement is for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for securities. Potential investors should read the Prospectus for detailed information about the Share Offer described below before deciding whether or not to invest in the Offer Shares.

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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)

SHARE OFFER

Number of Offer Shares	: 100,000,000 Shares
Number of Public Offer Shares	: 10,000,000 Shares (subject to adjustment)
Number of Placing Shares	: 90,000,000 Shares (subject to adjustment)
Maximum Offer Price	: HK\$0.90 per Offer Share, plus brokerage of 1%, SFC transaction levy of 0.003% and Stock Exchange trading fee of 0.005% (payable in full on application and subject to refund on final pricing)
Nominal Value	: HK\$0.10 per Share
Stock Code	: 2221

Sole Sponsor



Sole Coordinator, Sole Bookrunner and Sole Lead Manager



Co-Lead Managers

(in alphabetical order)

Convoy Investment Services Limited
康宏証券投資服務有限公司



GREAT ROC
CAPITAL SECURITIES LIMITED
鴻騰資本證券有限公司



Investec



Shenyin Wanguo Capital (H.K.) Limited



Tung Shing Securities (Brokers) Limited
東盛證券(經紀)有限公司
Member of BEA Group 東亞銀行集團成員

Application has been made by the Company to the Listing Committee for the granting of the approval for the listing of, and permission to deal in, the Shares in issue and any Shares to be issued pursuant to the Share Offer and as mentioned in the Prospectus (including any Shares which may be issued under the Capitalisation Issue and pursuant to the exercise of the options which may be granted under the Share Option Scheme).

The Share Offer comprises the Placing and the Public Offer. A total of initially 100,000,000 Shares will be made available under the Share Offer, of which 90,000,000 Shares (subject to adjustment), representing 90% of the Offer Shares, will be conditionally placed under the Placing. The remaining 10,000,000 Shares (subject to adjustment), representing 10% of the Offer Shares, will be offered under the Public Offer.

Applications for the Public Offer Shares will only be considered on the basis of the terms and conditions set out in the Prospectus and the related Application Forms.

The Offer Price will not be more than HK\$0.90 per Offer Share and is expected to be not less than HK\$0.75 per Offer Share. Applicants must pay the maximum indicative Offer Price of HK\$0.90 per Offer Share plus 1% brokerage, 0.003% SFC transaction levy and 0.005% Stock Exchange trading fee in full upon application for Shares under the terms set out in the Application Forms.

Applicants who would like the allotted Public Offer Shares to be issued in their own names should either use a **WHITE** Application Form or apply online through www.hkeipo.hk. Applicants who would like the allotted Public Offer Shares to be issued in the name of HKSCC Nominees and deposited directly into CCASS to be credited to their CCASS Investor Participant stock accounts or their designated CCASS Participant's stock accounts should use a **YELLOW** Application Form or electronically instruct HKSCC via CCASS.

Copies of the Prospectus, together with the **WHITE** Application Forms, may be obtained during normal business hours from 9:00 a.m. on Thursday, 4 September 2014 until 12:00 noon on Wednesday, 10 September 2014 from:

(i) any of the following offices of the Public Offer Underwriters:

Halcyon Securities Limited

11/F, 8 Wyndham Street
Central
Hong Kong

Convoy Investment Services Limited

24C, @CONVOY
169 Electric Road
North Point
Hong Kong

Great Roc Capital Securities Limited

Suite 3712
37/F, West Tower
Shun Tak Centre
168–200 Connaught Road Central
Hong Kong

Investec Capital Asia Limited

Room 3609–3613
36/F, Two International Finance Centre
8 Finance Street, Central
Hong Kong

Shenyin Wanguo Capital (H.K.) Limited Level 19
28 Hennessy Road
Hong Kong

Tung Shing Securities (Brokers) Limited 22/F, China Overseas Building
139 Hennessy Road
Wanchai
Hong Kong

(ii) any of the following branches of DBS Bank (Hong Kong) Limited and Industrial and Commercial Bank of China (Asia) Limited, the receiving banks for the Public Offer:

DBS Bank (Hong Kong) Limited

District	Branch name	Address
Hong Kong Island	Head office	G/F, The Center, 99 Queen's Road Central
	United Centre branch	Shops 1015–1018, 1/F & Shops 2032–2034, 2/F, United Centre, 95 Queensway, Admiralty
Kowloon	Nathan Road branch	G/F, Wofoo Commercial Building, 574–576 Nathan Road, Mongkok, Kowloon

Industrial and Commercial Bank of China (Asia) Limited

District	Branch name	Address
Hong Kong Island	Central branch	1/F, 9 Queen's Road Central
	Queen's Road Central branch	122–126 Queen's Road Central, Central
Kowloon	Tsimshatsui branch	Shop 1&2, G/F, No. 35–37 Hankow Road, Tsimshatsui
	Mongkok branch	G/F., Belgian Bank Building, 721–725 Nathan Road, Mongkok

Copies of the Prospectus, together with the **YELLOW** Application Forms, may be obtained during normal business hours from 9:00 a.m., Thursday, 4 September 2014 until 12:00 noon on Wednesday, 10 September 2014 from the Depository Counter of HKSCC at 2nd Floor, Infinitus Plaza, 199 Des Voeux Road Central, Hong Kong or from your stockbroker, who may have such Application Form and the Prospectus available.

The completed **WHITE** or **YELLOW** Application Form, together with a cheque or a banker's cashier order attached and marked payable to "ICBC (Asia) Nominee Limited — New Concepts Holdings Public Offer" for the payment, should be deposited in the special collection boxes provided at any of the branches of the receiving banks listed above, at the following times:

Thursday, 4 September 2014	—	9:00 a.m. to 5:00 p.m.
Friday, 5 September 2014	—	9:00 a.m. to 5:00 p.m.
Saturday, 6 September 2014	—	9:00 a.m. to 1:00 p.m.
Monday, 8 September 2014	—	9:00 a.m. to 5:00 p.m.
Wednesday, 10 September 2014	—	9:00 a.m. to 12:00 noon

The application lists will be open from 11:45 a.m. to 12:00 noon on Wednesday, 10 September 2014, the last application day or such later time as described in "How to apply for the Public Offer Shares — 10. Effect of bad weather conditions on the opening of the applications lists" in the Prospectus.

Applicants may submit applications to the **HK eIPO White Form** Service Provider through the designated website at www.hkeipo.hk from 9:00 a.m. on Thursday, 4 September 2014 until 11:30 a.m. on Wednesday, 10 September 2014 or such later time as described in the section headed "How to apply for the Public Offer Shares — 10. Effect of bad weather conditions on the opening of the application lists" in the Prospectus (24 hours daily, except on the last application day).

CCASS Participants can input **electronic application instructions** from 9:00 a.m. on Thursday, 4 September 2014 until 12:00 noon on Wednesday, 10 September 2014 or such later time as described in the section headed "How to apply for the Public Offer Shares — 10. Effect of bad weather conditions on the opening of the application lists" in the Prospectus.

Please refer to the sections headed "Structure of the Share Offer" and "How to apply for the Public Offer Shares" in the Prospectus for details of the conditions and procedures of the Public Offer.

The Company expects to announce the final Offer Price, the level of indication of interest in the Placing, the level of applications in the Public Offer and the basis of allocation of the Public Offer Shares on Thursday, 18 September 2014 on the Company's website at www.ncfl.com.hk and the website of the Stock Exchange at www.hkexnews.hk.

Results of allocations in the Public Offer, including the Hong Kong identity card/ passport/ Hong Kong business registration numbers of successful applicants (where applicable) and the number of Public Offer Shares successfully applied for under **WHITE** and **YELLOW** application forms, or by giving **electronic application instructions** to HKSCC via CCASS or to the designated **HK eIPO White Form** Service Provider through the **HK eIPO White Form** service (www.hkeipo.hk), will be made available through a variety of channels as described in the section headed "How to apply for the Public Offer Shares — 11. Publication of results" in the Prospectus.

No temporary document of title will be issued in respect of the Shares. No receipt will be issued for sums paid on application. Share certificates will only become valid at 8:00 a.m. on the Listing Date provided that the Public Offer has become unconditional and the right of termination described in the section headed "Underwriting" in the Prospectus has not been exercised.

Assuming that the Public Offer becomes unconditional at or before 8:00 a.m. (Hong Kong time) on Friday, 19 September 2014, it is expected that dealings in the Shares on the Stock Exchange will commence at 9:00 a.m. on Friday, 19 September 2014. The Shares will be traded in board lots of 4,000 Shares each under the stock code 2221.

By order of the Board
New Concepts Holdings Limited
Chu Shu Cheong
Chairman

Hong Kong, 4 September 2014

As at the date of this announcement, the Board comprises Mr. Chu Shu Cheong, Mr. Kwan Man Hay, Mr. So Kin Shing and Ms. Lai Mun Yee as executive Directors; and Mr. Lo Chun Chiu, Adrian, Dr. Tong Ka Lok, Mr. Choy Wai Shek, Raymond, MH,JP and Dr. Huen Wai Kei as independent non-executive Directors.