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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)

INSIDE INFORMATION PLACING OF SHARES BY PROSPER POWER

This announcement is made by New Concepts Holdings Limited (the “Company” together with its subsidiaries, the “Group”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “Board”) of directors (the “Directors”) of the Company has been notified by Prosper Power Group Ltd. (“Prosper Power”), a controlling shareholder (as defined in the Listing Rules) of the Company, that on 15 April 2016 (after trading hours), Prosper Power entered into a share placing agreement (the “Placing Agreement”) with Kingston Securities Limited (the “Placing Agent”), pursuant to which the Placing Agent has agreed to, on a best effort basis, procure purchaser(s) independent of and not connected with the Company and its connected persons (as defined in the Listing Rules) to purchase up to a maximum of 60,000,000 shares of HK\$0.10 each in the capital of the Company (the “Placing Shares”) from Prosper Power at the price of HK\$2.1 per Placing Share (the “Placing”). As at the date of this announcement, Prosper Power is owned as to 75% by Mr. Chu Shu Cheong (an executive Director and a controlling shareholder) and 25% by Mr. Kwan Man Hay (an executive Director).

There are 400,000,000 shares of the Company in issue, of which 184,000,000 shares (representing 46% of the total issued share capital of the Company) are held by Prosper Power as at the date of this announcement. The maximum amount of the Placing Shares proposed to be placed by Prosper Power under the Placing Agreement represents 15% of the total issued share capital of the Company as at the date of this announcement.

Reference is made to the announcement of the Company dated 3 November 2015 in relation to the pledge of 184,000,000 shares (the “Charged Shares”) of the Company by Prosper Power for the provision of a loan of HK\$360,000,000 (the “Loan”) by a third party which is an entity independent of the Company and its connected persons (as defined in the Listing Rules) (the “Lender”) under a loan agreement entered into between Prosper Power and the Lender on 3 November 2015.

Prosper Power has also notified the Company that, the Placing proceeds of HK\$126,000,000 will be used to partially repay the Loan and accordingly, the number of Charges Shares will be reduced from 184,000,000 to 124,000,000, assuming that the Placing shares will be placed in full. The Charged Shares will represent 31% of the total issued share capital of the Company upon completion of the Placing and the aforementioned partial repayment of the Loan.

Shareholders of the Company and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

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

Hong Kong, 15 April 2016

As at the date of this announcement, the executive Directors are Mr. Chu Shu Cheong, Mr. Kwan Man Hay, Mr. So Kin Shing, Ms. Lai Mun Yee and Mr. Cai Jianwen; the non-executive Director is Mr. Lam Kwei Mo; and the independent non-executive Directors are Mr. Lo Chun Chiu, Adrian, Dr. Tong Ka Lok and Mr. Choy Wai Shek, Raymond, MH, JP.