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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)

PRECAUTIONARY MEASURES FOR 2020 ANNUAL GENERAL MEETING

Reference is made to the circular and the notice of annual general meeting (the “**Circular and Notice**”) of New Concepts Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) both dated on 21 August 2020 in relation to the annual general meeting of the Company (the “**AGM**”) to be held at R ONE Space, 22/F, One Pacific Centre, 414 Kwun Tong Road, Kwun Tong, Kowloon, Hong Kong on 25 September 2020 (Friday) at 10:00 a.m.. Unless otherwise stated, capitalised terms used herein shall have the same meanings as those defined in the Circular and Notice.

In view of the Prevention and Control of Disease (Prohibition on Group Gathering) Regulation (Chapter 599G of the Laws of Hong Kong) and in order to prevent and control the spread of the COVID-19 pandemic in the AGM, and in order to better protect the safety and health of the Shareholders and other participants attending the AGM, the Company will implement the following precautionary measures at the AGM:

1. No distribution of corporate gifts and no refreshments will be served;
2. At the entrance of the AGM venue, a compulsory body temperature check will be conducted on every person attending the AGM. Any person with a body temperature of over 37.3 degree Celsius, or who has any flu-like symptoms, or is otherwise apparently unwell will not be admitted to the venue;
3. All attendees must wear face masks at all times inside the venue or at the waiting area outside the venue;

4. Seating at the venue will be arranged in a manner to allow for appropriate social distancing. As a result, there may be limited capacity for Shareholders to attend the AGM. The Company may limit the number of attendees at avoid over-crowding;
5. Any attendee who does not follow any of the abovementioned measures will be refused admission to the venue or requested to leave the venue; and
6. All attendees are recommended to clean their hands with alcohol-based hand sanitizer before entering the venue.

The Company wishes to remind all Shareholders that physical attendance in person at the AGM is not necessary for the purpose of exercising voting rights. Shareholders may appoint the chairman of the AGM as their proxy to vote on the relevant resolutions at the AGM as an alternative to attending the AGM in person.

The forms of proxy were despatched to the Shareholders and may also be downloaded from the Company's website at <http://www.primeworld-china.com/> or the HKEXnews website at www.hkexnews.hk. In order to be valid, the form of proxy must be deposited at the Company's branch share registrar in Hong Kong, Tricor Secretaries Limited at Level 54, Hopewell Centre, 183 Queen's Road East, Hong Kong not less than 48 hours before the time appointed for the holding of the AGM or any adjournment thereof.

By Order of the Board
New Concepts Holdings Limited
Cai Jianwen
Executive Director

Hong Kong, 21 September 2020

As at the date of this announcement, the executive Directors are Mr. Zhu Yongjun and Mr. Cai Jianwen and Mr. Lee Tsi Fun Nicholas; the non-executive Directors are Dr. Ge Xiaolin and Dr. Zhang Lihui; and the independent non-executive Directors are Mr. Lo Chun Chiu, Adrian, Dr. Tong Ka Lok and Mr. Choy Wai Shek, Raymond, MH, JP.