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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)

RESIGNATION OF EXECUTIVE DIRECTOR; CHANGE OF COMPANY SECRETARY AND AUTHORISED REPRESENTATIVE

The board (the “**Board**”) of directors (the “**Director(s)**”) of New Concepts Holdings Limited (the “**Company**”) hereby announces that, Mr. Lee Tsi Fun Nicholas (“**Mr. Lee**”) has resigned as the executive Director, the company secretary (the “**Company Secretary**”) and the authorised representative (the “**Authorised Representative**”) of the Company under Rule 3.05 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) with effect from 31 December 2024 in order to devote more time to focus on his other business commitments. Following his resignation, Mr. Lee will no longer hold any position in the Company.

Mr. Lee has confirmed to the Board that he has no disagreement with the Board and there is no other matter relating to the aforesaid resignation that needs to be brought to the attention of the shareholders of the Company or the Stock Exchange. The Board would like to take this opportunity to express its gratitude to Mr. Lee for his contribution to the Company during his tenure of office.

APPOINTMENT OF COMPANY SECRETARY

The Board is pleased to announce that, following the resignation of Mr. Lee, Ms. Chu Yin Yin Georgiana (“**Ms. Chu**”) will be appointed as the Company Secretary and the Authorised Representative with effect from 1 January 2025.

Ms. Chu, holds a Bachelor's Degree of Accounting and a Master's Degree of Corporate Governance. She is a fellow member of the Hong Kong Institute of Certified Public Accountants, the Association of the Chartered Certified Accountants and the Institute of Chartered Accountants in England and Wales. Ms. Chu is a fellow member of both of The Hong Kong Chartered Governance Institute and The Chartered Governance Institute. Ms. Chu has over 20 years' extensive experience by working in an international audit firm and other listed companies.

The Board would also like to express its warmest welcome to Ms. Chu on her appointment.

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

Hong Kong, 20 December 2024

As at the date of this announcement, the executive Directors are Mr. Zhu Yongjun, Mr. Pan Yimin and Mr. Lee Tsi Fun Nicholas; 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.