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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)

VOLUNTARY ANNOUNCEMENT

BUSINESS UPDATE

ENTERING INTO THE STRATEGIC COOPERATION AGREEMENT

This announcement is made by the board of directors (the “**Board**”) of New Concepts Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to keep the shareholders and potential investors of the Company informed of the latest business development of the Group.

ENTERING INTO THE STRATEGIC COOPERATION AGREEMENT

The Board hereby announces that the Company has entered into a strategic cooperation agreement (the “**Strategic Cooperation Agreement**”) with Beijing Yisheng Environmental Protection Energy Technology Co., Ltd.* 北京宜升環保能源科技有限公司 (“**Beijing Yisheng**”) on 7 August 2025.

COOPERATION ON RECYCLING OF USED COOKING OIL

Based on the extensive experience and resources of the Company and Beijing Yisheng (the “**Parties**”) within their respective fields, and leveraging their respective industry advantages, the Parties shall establish a strong alliance to conduct in-depth cooperation in the used cooking oil (the “**UCO**”) business, the Strategic Cooperation Agreement principally includes:

1. Integration of Domestic UCO Resources

Integrate the existing and future domestic UCO resources of the Group, and unify the procurement and sales by Beijing Yisheng according to prevailing market conditions. The Parties shall collaborate to further explore domestic UCO procurement channel with other suppliers in Mainland China market, broadening the sources of UCO resources.

2. Urban UCO Field Development

The Parties will jointly promote the development of “urban UCO field” in Mainland China market, and establish the UCO management centre (the “**Centre**”), which will serve as the principal responsible and implementing entity. The Centre will oversee the technical development, manufacturing, procurement, installation, and management of oil-water separator equipment, ensuring comprehensive collection of waste grease from its source.

3. Overseas UCO trade market

Integrate resources from overseas UCO trade market, with a focus on expanding trade operation in waste palm oil and other UCO for export markets including Europe, America and Southeast Asia.

4. Management of UCO industry Supply Chain

Jointly responsible for the whole process of UCO collection, procurement, testing and trade, ensuring the quality, fairness and compliance and profitability for the Parties.

REASONS FOR AND BENEFITS OF ENTERING INTO THE STRATEGIC COOPERATION AGREEMENT

The Group’s existing food waste processing projects involve the collection and production of UCO, along with possessing primary processing capabilities for UCO. However, due to limitations in the Group’s internal channel resources, it is necessary to establish comprehensive and trust-based cooperation with external specialized UCO companies. This collaboration will expand procurement and sales channels, thereby achieving significant business scale and mutual benefits. Beijing Yisheng will exclusively supply all externally collected and transported UCO to the Group’s project companies

for processing and subsequent sale. This partnership marks a significant step towards deepening cooperation in UCO-related projects and businesses. By leveraging each party's strengths, the alliance aims to expand procurement and sales channels, enhance operational efficiency, and achieve substantial business growth and mutual benefit.

INFORMATION OF BEIJING YISHENG

Beijing Yisheng is a high-tech enterprise in the field of environmental protection technology and renewable energy, which incorporated in the People's Republic of China with limited liability. Beijing Yisheng has committed to promoting resource recycling and green and low-carbon development through innovative technologies, and provide customers with efficient, sustainable and environmentally solutions. As at the date of this announcement, Beijing Yisheng is owned as to approximately 51% by Mr. Ju Fangjie and as to approximately 49% by Beijing Helikoda Technology Co., Ltd* 北京合利科達科技有限公司 (“**Beijing Helikoda**”). Beijing Helikoda, in turn, is owned approximately 84% by Mr. Ju Fangjie, approximately 8% by Mr. Zhang Huiguo and approximately 8% by Mr. Li Yongmin.

To the best of the Directors' knowledge, information and belief after making reasonable enquiries, Beijing Yisheng and its ultimate beneficial owners are independent third parties of the Company and are not the connected person of the Company (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”)).

GENERAL

The Strategic Cooperation Agreement is intended to be a framework agreement, and no formal or legally binding agreement (save as to confidentiality) has been entered into between the Company and Beijing Yisheng as at the date of this announcement. In the event that the Company enters into any formal agreement in relation to the strategic cooperation, further announcement(s) will be made by the Company in accordance with the Listing Rules as and when appropriate and the Company will comply with applicable laws and regulations in due course.

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

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

Hong Kong, 7 August 2025

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

** for identification purpose only*