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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)

COMPLETION OF SUBSCRIPTION OF NEW SHARES UNDER GENERAL MANDATE

Reference is made to the announcement (the "**Announcement**") of New Concepts Holdings Limited (the "**Company**") dated 29 July 2025, in relation to, among others, the Subscriptions. Unless otherwise defined, capitalised terms used in this announcement shall have the same meanings as those defined in the Announcement.

COMPLETION OF SUBSCRIPTION OF NEW SHARES UNDER GENERAL MANDATE

The Board is pleased to announce that as the conditions precedent as set out in the Subscription Agreements have been satisfied, the Completion took place on 11 August 2025 in accordance with the terms and conditions of the Subscription Agreements. An aggregate of 221,500,000 Subscription Shares, representing approximately 12.12% of the issued share capital of the Company as enlarged by the allotment and issue of the Subscription Shares, have been allotted and issued to the Subscribers at the Subscription Price of HK$0.10 per Subscription Share.

The gross proceeds and net proceeds from the Subscriptions are approximately HK$22,150,000 and HK$22,020,000, respectively. The Company intends to use such net proceeds as to (i) approximately HK$13.2 million for the repayment of the Group's overdue lease payables and other outstanding bond payables and lease payables which will become due within three months from the date of this announcement; and (ii) as to approximately HK$8.8 million for the general working capital of the Group.

EFFECTS ON SHAREHOLDING STRUCTURE OF THE COMPANY

Set out below are the shareholding structures of the Company immediately before and after the Completion:

Shareholders	Immediately before the Completion		Immediately after the Completion	
	Number of Shares	*Approx. % of shareholding*	*Number of Shares*	*Approx. % of shareholding*
Directors				
Mr. Zhu Yongjun ("**Mr. Zhu**") *(Note 1)*	86,772,000	5.40	86,772,000	4.75
Mr. Pan Yimin ("**Mr. Pan**") *(Note 2)*	500,000	0.03	500,000	0.02
Dr. Tong Ka Lok ("**Dr. Tong**") *(Note 3)*	480,000	0.03	480,000	0.02
Mr. Choy Wai Shek, Raymond, *MH, JP.* ("**Mr. Choy**") *(Note 4)*	1,200,000	0.08	1,200,000	0.07
Public Shareholders				
Subscribers	—	—	221,500,000	12.12
Other public Shareholders	1,517,180,134	94.46	1,517,180,134	83.01
Total	1,606,132,134	100.00	1,827,632,134	100.00

Notes:

(1) Among the 86,772,000 Shares, 77,000,000 Shares are beneficially held by Jumbo Grand Enterprise Development Limited ("**Jumbo Grand**") and 4,372,000 Shares are beneficially by Excellent Point Asia Limited ("**Excellent Point**"). Mr. Zhu owns 100% of the issued voting shares of Jumbo Grand and Excellent Point. As such, Mr. Zhu is deemed or taken to be interested in all the Shares which are beneficially owned by Jumbo Grand and Excellent Point for the purpose of the SFO.

(2) As at the date of this announcement, Mr. Pan is an executive Director.

(3) As at the date of this announcement, Dr. Tong is an independent non-executive Director.

(4) As at the date of this announcement, Mr. Choy is an independent non-executive Director.

(5) Certain percentage figures in the above table are subject to rounding adjustments. Accordingly, figures shown as totals may not be an arithmetic aggregation of the figures preceding them.

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

Hong Kong, 11 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.