



NEW CONCEPTS HOLDINGS LIMITED

創業集團(控股)有限公司

(Incorporated in the Cayman Islands with limited liability)

(於開曼群島註冊成立的有限公司)

(Stock Code 股份代號: 2221)

NOTIFICATION LETTER 通知信函

Dear Registered Shareholder(s),

New Concepts Holdings Limited (the “Company”)

— Notice of publication of Circular together with Notice of Extraordinary General Meeting and Proxy Form (the “Current Corporate Communication”)

The English and Chinese versions of the Company’s Current Corporate Communications are now available on the Company’s website at www.primeworld-china.com and the website of The Stock Exchange of Hong Kong Limited (the “Stock Exchange”) at www.hkexnews.hk respectively (the “Website Version”). The Company strongly recommends you to access the Website Version of the Current Corporate Communication and all future Corporate Communications^(Note). If you have elected to receive the Corporate Communications in printed form, the Current Corporate Communication is enclosed.

If you for any reason have difficulty in receiving email notification or gaining access to the Website Version of the Corporate Communications and would like to receive the Current Corporate Communication and all future Corporate Communications in printed form, please complete, sign the enclosed Reply Form and return it to the Company’s branch share registrar in Hong Kong, Tricor Investor Services Limited (“Branch Share Registrar”) at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong by post using the provided prepaid mailing label (no stamp is needed if posted in Hong Kong) or by email to 2221-ecom@vistra.com. The Company will promptly upon your request send the Current Corporate Communications to you in printed form free of charge.

It is the responsibility of registered shareholders to provide a functional email address. If you have not provided your email address to the Company or need to update your email address, the Company recommends you to provide your email address by completing, signing the enclosed Reply Form and returning to the Branch Share Registrar at the above-mentioned address by post or by email to 2221-ecom@vistra.com. If the Company does not have your functional email address, until such time that the functional email address is provided to the Branch Share Registrar, you will be unable to receive via email notices of publication of the Website Version of Corporate Communications (“Notice of Publication”) and Actionable Corporate Communications in electronic form. As such, the Company would only be able to send you the Notice of Publication and the Actionable Corporate Communications in printed form.

Should you have any queries relating to this notification, please call the Branch Share Registrar’s telephone hotline at (852) 2980 1333 from 9:00 a.m. to 6:00 p.m., Monday to Friday (excluding public holidays).

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

Note: Corporate Communications include any document(s) issued or to be issued by the Company for the information or action of holders of any of its securities or the investing public, including but not limited to (a) the directors’ report and its annual accounts together with a copy of the auditors’ report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim report; (c) the quarterly report, if any; (d) a notice of meeting; (e) a listing document; (f) a circular; (g) a proxy form; and (h) Actionable Corporate Communications.

Actionable Corporate Communications refer to any corporate communications that seek instructions from the Shareholders on how they wish to exercise their rights or make elections as Shareholders.

各位登記股東：

創業集團(控股)有限公司(「本公司」)

— 刊發通函連同股東特別大會通告及代表委任表格(「本次企業通訊」)

本公司的本次企業通訊之中、英文版本已分別上載於本公司網站(www.primeworld-china.com)及香港聯合交易所有限公司(「聯交所」)之網站(www.hkexnews.hk) (「網站版本」)。我們建議閣下閱覽本公司本次及日後企業通訊^(附註)的網站版本。如閣下已選擇收取企業通訊的印刷本，隨函附上本次企業通訊。

如閣下因任何理由無法以電子郵件方式收取或閱覽企業通訊的網站版本及欲索取本次企業通訊及日後企業通訊的印刷本，請填妥及簽署隨附之回條，並以已預付郵費的郵寄標籤寄回本公司之香港股份過戶登記分處(「股份過戶登記分處」)卓佳證券登記有限公司(地址為香港夏愨道16號遠東金融中心17樓)(如在香港投寄須貼上郵票)，或電郵至2221-ecom@vistra.com。本公司會因應閣下之要求立即寄上企業通訊的印刷本，費用全免。

登記股東有責任提供有效的電子郵件地址。如閣下尚未提供閣下之電子郵件地址予本公司，或需更新閣下之電子郵件地址，本公司建議閣下填妥及簽署隨附之回條，並按上述地址以郵寄方式交回本公司的股份過戶登記分處或以電郵方式發送至2221-ecom@vistra.com。如果本公司沒有收到閣下的有效電子郵件地址，閣下將無法透過電子郵件方式收取以電子方式發送的企業通訊網站版本的登載通知(「登載通知」)及可供採取行動的企業通訊。本公司只能以印刷本方式向閣下發送登載通知及可供採取行動的企業通訊之印刷本予閣下，直至股份過戶登記分處收到閣下有效的電子郵件地址為止。

倘閣下對本通知有任何查詢，請於星期一至星期五(公眾假期除外)上午9時至下午6時，致電股份過戶登記分處熱線(852) 2980 1333。

承董事會命
創業集團(控股)有限公司
朱勇軍
主席兼執行董事

附註： 企業通訊包括本公司發佈或將予發佈以供其任何證券持有人或投資大眾參照或採取行動的任何文件，其中包括但不限於(a)董事會報告，公司年度賬目連同核數師報告以及(如適用)財務摘要報告；(b)中期報告及(如適用)中期摘要報告；(c)季度報告(如有)；(d)會議通告；(e)上市文件；(f)通函；(g)代表委任表格；及(h)可供採取行動的企業通訊。

可供採取行動的企業通訊是指任何涉及要求股東指示其擬如何行使其有關股東權利的企業通訊。

