THIS CIRCULAR IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION

If you are in any doubt as to any aspect of this circular or as to the action to be taken, you should consult your stockbroker, a licensed dealer in securities, bank manager, solicitor, professional accountant or other professional adviser.

If you have sold or transferred all your shares in Food Idea Holdings Limited (the "Company"), you should at once hand this circular with the enclosed form of proxy to the purchaser or transferee or to the bank, stockbroker or other agent through whom the sale was effected for transmission to the purchaser or transferee.

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新 煮 意 控 股 有 限 公 司 FOOD IDEA HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability) (Stock Code: 8179)

PROPOSED SHARE CONSOLIDATION AND NOTICE OF EXTRAORDINARY GENERAL MEETING

Financial Adviser to the Company



A notice convening the EGM to be held at 11:00 a.m. on Thursday, 29 August 2019 at 2/F., J Plus, 35-45B Bonham Strand, Sheung Wan, Hong Kong is set out on pages EGM-1 to EGM-2 of this circular. Whether or not you intend to attend the EGM, you are requested to complete the enclosed form of proxy in accordance with the instructions printed thereon and return the same to the Company's share registrar and transfer office in Hong Kong, Union Registrars Limited at Suites 3301-04, 33/F., Two Chinachem Exchange Square, 338 King's Road, North Point, Hong Kong as soon as possible but in any event not less than 48 hours before the time scheduled for the EGM or any adjournment thereof. Completion and return of the form of proxy will not preclude you from attending or voting in person at the EGM or any adjourned meeting thereof should you so wish, and in such case, the form of proxy submitted by you should be deemed to be revoked.

This circular will remain on the GEM website at http://www.hkgem.com on the "Latest Company Announcements" page for at least 7 days from the date of its posting and on the Company's website at http://www.foodidea.com.hk.

GEM has been positioned as a market designed to accommodate small and midsized companies to which a higher investment risk may be attached than other companies listed on the Stock Exchange. Prospective investors should be aware of the potential risks of investing in such companies and should make the decision to invest only after due and careful consideration.

Given that the companies listed on GEM are generally small and mid-sized companies, there is a risk that securities traded on GEM may be more susceptible to high market volatility than securities traded on the Main Board of the Stock Exchange and no assurance is given that there will be a liquid market in the securities traded on GEM.

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EXPECTED TIMETABLE

Set out below is the expected timetable for the implementation of the Share Consolidation:

2019

Latest date and time for lodging transfers documents in order to qualify for attendance and voting at the EGM		
Closure of register of members of the Company for the purpose of determining members who are entitled to attend and vote at the EGM		
Latest time for lodging forms of proxy for the EGM Tuesday, 27 August		
Record date for attendance and voting at the EGM Thursday, 29 August		
Expected date and time of the EGM 11:00 a.m., Thursday, 29 August		
Announcement of voting results of the EGM Thursday, 29 August		
The following events are conditional on the fulfillment of the conditions for the implementation of the Share Consolidation.		
Effective date of the Share Consolidation		
First day for the free exchange of existing certificates of the Shares into new share certificates of the		
Consolidated Shares		
Commencement of dealings in the Consolidated Shares		

EXPECTED TIMETABLE

2019

Original counter for trading in existing Shares in board lots of 12,000 Shares (in the form of existing share certificates) temporarily closes
Temporary counter for trading in the Consolidated Shares in board lots of 1,200 Consolidated Shares (in the form of existing share certificates) opens
Original counter for trading in the Consolidated Shares in board lots of 12,000 Consolidated Shares (in the form of new share certificates) re-opens
Parallel trading in the Consolidated Shares (in the form of new share certificates and existing share certificates) commences
Designated broker starts to stand in the market to provide matching services for odd lots of the Consolidated Shares
Temporary counter for trading in the Consolidated Shares in board lots of 1,200 Consolidated Shares (in the form of existing share certificates) closes
Parallel trading in the Consolidated Shares (in the form of new share certificates and existing share certificates) ends

EXPECTED TIMETABLE

2019

Designated broker ceases to stand in the market to
provide matching services for odd lots of the
Consolidated Shares
Tuesday, 8 October
Last day for free exchange of existing share certificates
for new share certificates for the Consolidated Shares

Note:

All times and dates in this circular refer to Hong Kong local times and dates. Shareholders should note that the dates and deadlines specified herein is subject to the satisfaction of all the conditions of the Share Consolidation, including without limitation, the approval of the Share Consolidation by the Shareholders at the EGM, and are therefore for indicative purpose only.

In the event that any special circumstances arise, such dates and deadlines may be adjusted by the Board if it considers appropriate. Any changes to the expected timetable will be published or notified to the Shareholders by way of announcement(s) on the GEM website of the Stock Exchange and on the website of the Company as and when appropriate.

DEFINITIONS

In this circular,	unless the	context i	requires	otherwise,	the	following	expressions	shall have
the following meanings	s:							

"Announcement"	the announcement of the Company dated 18 July 2019 in respect of the Share Consolidation
"Board"	the board of Directors
"Business Day"	a day (other than a Saturday, Sunday and public holiday) on which banks are open for general banking business in Hong Kong
"CCASS"	the Central Clearing and Settlement System established and operated by HKSCC
"Company"	Food Idea Holdings Limited, a company incorporated in the Cayman Islands with limited liability, the shares of which are listed on GEM (stock code: 8179)
"Consolidated Share(s)"	ordinary share(s) of par value of HK\$0.1 each in the share capital of the Company upon the Share Consolidation becoming effective
"Director(s)"	director(s) of the Company
"EGM"	the extraordinary general meeting of the Company to be convened for the purpose of considering and, if thought fit, approving the Share Consolidation
"GEM"	the GEM of the Stock Exchange
"GEM Listing Rules"	the Rules Governing the Listing of Securities on GEM
"Group"	the Company and its subsidiaries
"HK\$"	Hong Kong dollars, the lawful currency of Hong Kong
"HKSCC"	Hong Kong Securities Clearing Company Limited

DEFINITIONS

"Hong Kong"	the Hong Kong Special Administrative Region of the People's Republic of China
"Latest Practicable Date"	6 August 2019, being the latest practicable date before the printing of this circular for the purpose of ascertaining certain information contained herein
"Listing Committee"	The Listing Committee of the Stock Exchange
"Rights Issue"	the issue by way of rights of one (1) Rights Share for every two (2) Shares in issue on the Record Date at the subscription price of HK\$0.0248 per Rights Share
"Rights Share(s)"	up to 1,383,104,051 new Shares to be allotted and issued under the Rights Issue
"Record Date"	Thursday, 18 July 2019, being the date by reference to which the Shareholders' entitlements to the Rights Issue are to be determined
"Share(s)"	ordinary share(s) of HK\$0.01 each in the share capital of the Company before the Share Consolidation becoming effective
"Share Consolidation"	the consolidation of every ten (10) issued and unissued Shares of par value of HK\$0.01 each into one (1) Consolidated Share of par value of HK\$0.1 each
"Shareholder(s)"	holder(s) of the Share(s) and/or the Consolidated Shares, as the case may be
"Stock Exchange"	The Stock Exchange of Hong Kong Limited
"%"	per cent

新 煮 意 控 股 有 限 公 司 FOOD IDEA HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability) (Stock Code: 8179)

Executive Directors: Mr. Wong Hoi Yu (Chairman) Mr. Yu Ka Ho (Chief executive officer)

Independent non-executive Directors: Mr. Li Lap Keung Mr. So Yat Chuen Dr. Wu Wing Kuen, *B.B.S.* Registered Office: Cricket Square, Hutchins Drive, PO Box 2681 Grand Cayman KY1-1111 Cayman Islands

Head Office and Principal Place of Business in Hong Kong: Unit 306-A201, 3/F, Harbour Centre Tower 1, 1 Hok Cheung Street Hunghom, Kowloon

9 August 2019

To the Shareholders

Dear Sir or Madam,

PROPOSED SHARE CONSOLIDATION AND NOTICE OF EXTRAORDINARY GENERAL MEETING

INTRODUCTION

Reference is made to the announcement of the Company dated 18 July 2019 in relation to the Share Consolidation.

The purpose of this circular is to provide the Shareholders, among other things, further information regarding (i) the proposed Share Consolidation; and (ii) the notice of the EGM.

PROPOSED SHARE CONSOLIDATION

The Board proposes to implement the Share Consolidation on the basis that every ten (10) issued and unissued Shares of par value of HK\$0.01 each in the share capital of the Company will be consolidated into one (1) Consolidated Share of par value of HK\$0.1 each.

Effects of the Share Consolidation

As at the Latest Practicable Date, the authorised share capital of the Company is HK\$100,000,000 divided into 10,000,000 Shares of HK\$0.01 each, of which 2,766,208,103 Shares have been allotted and issued as fully paid or credited as fully paid. Upon completion of the Rights Issue on the basis of one (1) Rights Share for every two (2) Shares held by the then qualifying Shareholders on the Record Date (assuming Rights Shares are fully subscribed), as mentioned in the Announcement, the maximum number of issued shares of the Company will be 4,149,312,154 Shares.

As at the Latest Practicable Date, the Company had no outstanding debt securities, derivatives, options, warrants, convertible securities or other similar securities which are convertible or exchangeable into Shares.

As at the Latest Practicable Date, the Company has no intention to issue or grant any Shares, convertible securities, warranties and/or options.

Upon the Share Consolidation becoming effective and Rights Shares are fully subscribed, on the basis that the Company does not allot, issue or repurchase any Shares prior thereto, the authorised share capital of the Company shall become HK\$100,000,000 divided into 1,000,000,000 Consolidated Shares of HK\$0.10 each, of which 414,931,215 Consolidated Shares will be in issue.

Upon the Share Consolidation becoming effective, the Consolidated Shares shall rank *pari passu* in all respects with each other. Other than the expenses to be incurred in relation to the Share Consolidation, the implementation thereof will not alter the underlying assets, business operations, management or financial position of the Company or the proportionate interests or rights of the Shareholders, save for any fractional Consolidated Shares will not be allocated to the Shareholders who may otherwise be entitled.

Conditions Precedent to the Share Consolidation

The Share Consolidation is conditional upon:

(i) the passing of an ordinary resolution by the Shareholders to approve the Share Consolidation at the EGM;

- (ii) the Listing Committee granting the approval for listing of, and the permission to deal in, the Consolidated Shares upon the Share Consolidation becoming effective; and
- (iii) the compliance with all relevant procedures and requirements under the applicable laws of the Cayman Islands and the GEM Listing Rules to effect the Share Consolidation.

The Share Consolidation will become effective on one clear Business Day immediately following the fulfillment of the above conditions i.e. Monday, 2 September 2019.

Listing Application

An application has been made by the Company to the Listing Committee for the listing of, and the permission to deal in, the Consolidated Shares in issue and to be issued upon the Share Consolidation becoming effective.

Subject to the granting of the listing of, and permission to deal in, the Consolidated Shares on the Stock Exchange upon the Share Consolidation becoming effective, as well as compliance with the stock admission requirements of the HKSCC, the Consolidated Shares will be accepted as eligible securities by HKSCC for deposit, clearance and settlement in CCASS with effect from the commencement date of dealings in the Consolidated Shares on the Stock Exchange or such other date as determined by HKSCC. Settlement of transactions between participants of the Stock Exchange on any trading day is required to take place in CCASS on the second settlement day thereafter. All activities under CCASS are subject to the General Rules of CCASS and CCASS Operational Procedures in effect from time to time. All necessary arrangements will be made for the Consolidated Shares to be admitted into CCASS established and operated by HKSCC.

No part of the equity or debt securities of the Company is listed or dealt in on any other stock exchanges other than the Stock Exchange and no such listing or permission to deal in is being or is currently proposed to be sought.

OTHER ARRANGEMENTS

Fractional entitlement to Consolidated Shares

Fractional Consolidated Shares will be disregarded and will not be issued to the Shareholders but all such fractional Consolidated Shares will be aggregated and, if possible, sold for the benefits of the Company. Fractional Consolidated Shares will only arise in respect of the entire shareholding of a holder of the Shares regardless of the number of existing share certificates held by such holder.

Odd lots arrangement and matching services

In order to facilitate the trading of odd lots (if any) of the Consolidated Shares, the Company has appointed Core Pacific-Yamaichi International (H.K.) Limited to provide matching service, on a best effort basis, to those Shareholders who wish to acquire odd lots of the Consolidated Shares to make up a full board lot, or to dispose of their holding of odd lots of the Consolidated Shares from 9:00 a.m. on Monday, 16 September 2019 to 4:00 p.m. on Tuesday, 8 October 2019 (both days inclusive). Shareholders who wish to take advantage of this facility should contact Mr. Dennis Choi of Core Pacific – Yamaichi International (H.K.) Limited at 11/F, China Resources Building, 26 Harbour Road, Wanchai, Hong Kong at (852) 2166 3335 during office hours of such period.

Holders of odd lots of the Consolidated Shares should note that the matching of the sale and purchase of odd lots of the Consolidated Shares is not guaranteed.

Free exchange of Consolidated Shares' certificates and trading arrangement

Subject to the Share Consolidation becoming effective, Shareholders may, on or after Monday, 2 September 2019 until Thursday, 10 October 2019 (both days inclusive) between 9:00 a.m. and 4:00 p.m. on any Business Day, submit the existing share certificates for the Shares to the Company's share registrar and transfer office in Hong Kong, Union Registrars Limited at Suites 3301-04, 33/F., Two Chinachem Exchange Square, 338 King's Road, North Point, Hong Kong to exchange, at the expense of the Company, for new share certificates of the Consolidated Shares (on the basis of ten (10) Shares of HK\$0.01 each for one (1) Consolidated Share of HK\$0.10 each).

Thereafter, existing share certificates of Shares will be accepted for exchange only on payment of a fee of HK\$2.50 (or such other amount as may from time to time be specified by the Stock Exchange) by the Shareholders for each existing share certificate for the Shares submitted for cancellation or each new share certificate issued for the Consolidated Shares, whichever the number of certificates cancelled/issued is higher. The existing share certificates for the Shares are in blue colour and the new share certificates for the Consolidated Shares will be in red colour.

After 4:00 p.m. on Tuesday, 8 October, 2019, existing share certificates for the Shares will only remain effective as documents of title and may be exchanged for certificates for Consolidated Shares at any time but will not be accepted for delivery, trading and settlement purposes.

REASONS FOR THE SHARE CONSOLIDATION

Pursuant to Rule 17.76 of the GEM Listing Rules, where the market price of the securities of an issuer approaches the extremities of HK\$0.01 or HK\$9,995.00, the issuer may be required either to change the trading method or to proceed with a consolidation or splitting of its securities. The "Guide on Trading Arrangements for Selected Types of Corporate Actions" issued by the Hong Kong Exchanges and Clearing Limited on 28 November 2008 and updated on 28 June 2019 (the "**Guide**") has further stated that (i) market price of the shares at a level less than HK\$0.1 will be considered as trading at extremity as referred to under Rule 17.76 of the GEM Listing Rules; and (ii) taking into account the minimum transaction costs for a securities trade, the expected value per board lot should be greater than HK\$2,000.

Based on the Company's latest closing price of HK\$0.024 per share as at the Latest Practicable Date, the theoretical market value of each board lot of the shares of the Company would only be HK\$288 as if the Rights Issue would have been completed as at the Latest Practicable Date which would be less than the expected minimum board lot value of HK\$2,000 as stated in the Guide.

In view of the recent trading price of the Shares at a level less than HK\$0.1 and the value per board lot being less than HK\$2,000 ("**Circumstances**"), the proposed Share Consolidation will increase the nominal value of the Shares and would bring about a corresponding upward adjustment in the trading price per board lot of the Consolidated Shares on the Stock Exchange. As such, it would (i) enable the Company to comply with the trading requirements under the GEM Listing Rules; and (ii) reduce the overall transaction and handling costs of dealings in the Shares as a proportion of the market value of each board lot, since most of the banks/securities houses will charge a minimum transaction costs for each securities trade.

Assuming the Share Consolidation had become effective, based on the closing price of HK\$0.024 per Share (equivalent to the theoretical closing price of HK\$0.24 per Consolidated Share) as at the Latest Practicable Date, the theoretical value of each board lot of 12,000 Consolidated Shares would be HK\$2,880.

The Board considers that the Share Consolidation would maintain the trading amount for each board lot at a reasonable level in order to attract more investors. The Board believes that the Share Consolidation will not have any material adverse effect on the financial position of the Group nor result in change in the relative rights of the Shareholders.

In view of the above and having considered the Company's current plan in relation to all corporate actions for the next 12 months, the Directors are of the view that the Share Consolidation is reasonable and sufficient and in the interests of the Company and the Shareholders as a whole. As at the Latest Practicable Date, the Company has no intention and plan to carry out other corporate actions in the next 12 months which may have an effect of undermining or negating the intended purpose of the Share Consolidation (e.g. share consolidation, share subdivision and change in board lot size), and the Company has no intention and concrete plan to conduct any fund raising activities in the next 12 months, save for the Rights Issue.

EGM

The EGM will be convened and held at 11:00 a.m. on Thursday, 29 August 2019 at 2/F., J Plus, 35-45B Bonham Strand, Sheung Wan, Hong Kong, to consider and, if thought fit, approve, among other things, the Share Consolidation. In compliance with the GEM Listing Rules, the ordinary resolution will be voted by way of poll at the EGM.

To the best knowledge of the Directors having made all reasonable enquiries, no Shareholders has a material interest in the Share Consolidation and accordingly, no Shareholders will have to abstain from voting at the EGM.

The notice convening the EGM is set out on pages EGM-1 to EGM-2 of this circular. A form of proxy for use at the EGM is enclosed. Whether or not you intend to attend the EGM, you are requested to complete the enclosed form of proxy in accordance with the instructions printed thereon and return the same to the Company's share registrar and transfer office in Hong Kong, Union Registrars Limited at Suites 3301-04, 33/F., Two Chinachem Exchange Square, 338 King's Road, North Point, Hong Kong as soon as possible but in any event not less than 48 hours before the time scheduled for the EGM or any adjournment thereof. Completion and return of the form of proxy will not preclude you from attending or voting in person at the EGM or any adjourned meeting thereof should you so wish, and in such case, the form of proxy submitted by you shall be deemed to be revoked.

RECOMMENDATION

The Directors are of the opinion that the proposed Share Consolidation is in the interests of the Company and the Shareholders as a whole. Accordingly, the Board recommends that all Shareholders to vote in favour of the relevant ordinary resolution to be proposed at the EGM.

RESPONSIBILITY STATEMENT

This circular, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Group. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief, the information contained in this circular is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this circular misleading.

By order of the Board Food Idea Holdings Limited Wong Hoi Yu Chairman and executive Director

NOTICE OF EGM

新煮意控股有限公司 FOOD IDEA HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability) (Stock Code: 8179)

NOTICE IS HEREBY GIVEN that an extraordinary general meeting (the "**EGM**") of Food Idea Holdings Limited (the "**Company**") will be held at 11:00 a.m. on Thursday, 29 August 2019 at 2/F., J Plus, 35-45B Bonham Strand, Sheung Wan, Hong Kong for the purpose of considering and, if thought fit, passing the following resolution as an ordinary resolution:

ORDINARY RESOLUTION

"**THAT**, subject to and conditional upon the Listing Committee of The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**") granting the approval to the listing of, and the permission to deal in, the Consolidated Shares (as defined below) upon the Share Consolidation (as defined below) becoming effective:

- (a) with effect from the first day of trading of the Stock Exchange immediately following the date on which this resolution is passed, being a day on which shares of the Company are traded on the Stock Exchange, every ten (10) issued and unissued ordinary share(s) of HK\$0.01 each in the share capital of the Company be consolidated into one (1) ordinary share of HK\$0.1 each (the "Consolidated Shares" and each a "Consolidated Share"), such Consolidated Shares shall rank pari passu in all respects with each other (the "Share Consolidation");
- (b) all fractional Consolidated Shares resulting from the Share Consolidation will be disregarded and will not be issued to holders of the same but all such fractional Consolidated Shares will be aggregated and, if possible, sold for the benefit of the Company in such manner and on such terms as the Directors may think fit; and
- (c) the directors of the Company (the "**Director(s**)") be and are hereby authorised generally to do all such acts, deeds and things as they shall, in their absolute discretion, deem appropriate to effect and implement the Share Consolidation."

By order of the Board Food Idea Holdings Limited Wong Hoi Yu Chairman and executive Director

Hong Kong, 9 August 2019

NOTICE OF EGM

Registered Office: Cricket Square, Hutchins Drive, PO Box 2681 Grand Cayman KY1-1111 Cayman Islands Head Office and Principal Place of Business in Hong Kong:Unit 306-A201, 3/F, Harbour Centre Tower 1, 1 Hok Cheung StreetHunghom, KowloonHong Kong

Notes:

- 1. Any shareholder of the Company entitled to attend and vote at the EGM shall be entitled to appoint another person as his/her/its proxy to attend and vote instead of him/her/it. A shareholder who is the holder of two or more shares may appoint more than one proxy(ies) to represent him/her/it and vote on his/her/its behalf. A proxy need not to be a shareholder of the Company.
- 2. In order to be valid, a form of proxy together with the power of attorney or other authority (if any) under which it is signed, or a certified copy thereof, must be deposited at the Company's share registrar and transfer office in Hong Kong, Union Registrars Limited at Suites 3301-04, 33/F., Two Chinachem Exchange Square, 338 King's Road, North Point, Hong Kong not less than 48 hours before the time appointed for the EGM (or any adjournment thereof).
- 3. Completion and delivery of a form of proxy shall not preclude a shareholder of the Company from attending and voting in person at the EGM, and in such event, such form of proxy shall be deemed to be revoked.
- 4. Where there are joint holders of any shares, any one of such joint holder may vote, either in person or by proxy, in respect of such shares as if he/she/it were solely entitled thereto; but if more than one of such joint holders be present at the EGM, the vote of the senior who tenders a vote, whether in person or by proxy, shall be accepted to the exclusion of the votes of the other joint holders, and for this purpose seniority shall be determined by the order in which the names stand in the register of members of the Company in respect of such joint holding.
- 5. A form of proxy for use at the EGM is attached herewith.
- 6. Any voting at the EGM shall be taken by poll.
- 7. To ascertain shareholders' eligibility to attend and vote at the EGM, the register of members will be closed from Monday, 26 August 2019 to Thursday, 29 August 2019 (both days inclusive), during which period no transfer of shares will be registered. In order to qualify to attend and vote at the EGM, all transfers accompanied by the relevant share certificates must be lodged with the Hong Kong share registrar of the Company, Union Registrars Limited at Suites 3301-04, 33/F., Two Chinachem Exchange Square, 338 King's Road, North Point, Hong Kong, no later than 4:00 p.m. on Friday, 23 August 2019.
- 8. If Typhoon Signal No. 8 or above, or a "black" rainstorm warning is in effect any time after 7:00 a.m. on the date of the EGM, the meeting will be postponed. The Company will publish an announcement on the website of the Company at http://www.foodidea.com.hk and on the website of the Stock Exchange at http://www.hkexnews.hk to notify Shareholders of the date, time and venue of the rescheduled meeting.

As at the date of this notice, the Board of the Company comprises Mr. Wong Hoi Yu and Mr. Yu Ka Ho as executive Directors, and Mr. Li Lap Keung, Mr. So Yat Chuen and Dr. Wu Wing Kuen, B.B.S., as independent non-executive Directors.