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EJE (HONG KONG) HOLDINGS LIMITED 壹 家 壹 品(香港)控 股 有 限 公 司*

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 8101)

NOTICE OF BOARD MEETING

The board of directors (the "Board") of EJE (Hong Kong) Holdings Limited (the "Company" and together with its subsidiaries, collectively the "Group") announces that a meeting of the Board will be held on Friday, 8 November 2019 at 3:30 p.m. for the purpose of among other matters, considering and approving the unaudited interim results of the Group for the period ended 30 September 2019 and the announcement of the unaudited interim results of the Group to be published on the GEM of The Stock Exchange of Hong Kong, Limited website and the Company's website and considering the payment of a dividend, if any.

By order of the Board
EJE (Hong Kong) Holdings Limited
Chau Tsz Kong Alan
Executive Director

Hong Kong, 7 November 2019

As at the date of this announcement, the executive directors of the Company are Mr. Qin Yuquan, Mr. Hung Cho Sing and Mr. Chau Tsz Kong Alan; and the independent non-executive Directors are Mr. Tang Kin Chor, Mr. Chan Chun Wing and Mr. Li Siu Yui.

This announcement, 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 Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement 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 announcement misleading.

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