

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

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)

VOLUNTARY ANNOUNCEMENT NEW BUSINESS DEVELOPMENT IN RELATION TO THE EXCLUSIVE RIGHT TO SELL AND DISTRIBUTE SANISWISS PRODUCTS IN GUANGDONG PROVINCE TO COMBAT THE CORONAVIRUS

The Board is pleased to announce that, on 4 March 2020, (i) Trillion Charm, an indirect wholly-owned subsidiary of the Company as issuer, (ii) Pursue Return, a wholly-owned subsidiary of the Company as the first subscriber, and (iii) STMT as the second subscriber entered into the SSHA for the subscription by Pursue Return and STMT of such number of shares in Trillion Charm representing 80% and 20% of the equity interest of Trillion Charm, respectively, as enlarged by the 1st Subscription. Pursuant to the SSHA, Swissmate will grant to Trillion Charm the exclusive right to provide, sell and distribute the Saniswiss products (as detailed below) in Guangdong Province of the People's Republic of China (the "PRC") from the date of this announcement to 3 March 2023 (as detailed below) and using Automate aHP to achieve ecological, efficient and effective automated room sanitizing work with no-touch technology. Pursue Return will procure the provision of working capital to Trillion Charm to operate the foregoing business under the brand name "壹家壹防疫".

On the same day, Greater Earn, a wholly-owned subsidiary of the Company, as subscriber and World Century as issuer entered into the Subscription Agreement pursuant to which World Century has conditionally agreed to allot and issue to Greater Earn and Greater Earn has conditionally agreed to subscribe and purchase from World Century 43 new shares of World Century, representing approximately 30% of the entire issued share capital of World Century as enlarged by the 2nd Subscription. World Century is the sole and exclusive sub-agent for the sale, use and promotion of Saniswiss products in the marine and automotive sectors in Hong Kong. As at the date of this announcement, Mr. Kwok Ho Chung is the controlling shareholder of World Century.

* For identification purposes only

Saniswiss has been certified as an official participant of the Private Organizations for Patient Safety (POPS) program, an initiative supported by the World Health Organization (WHO), and has been actively participating as a POPS stakeholder since 28 June 2018. The advantage of using Saniswiss products for infection prevention and sustainable hygiene is that they are harmless to the human body and there is no compromise in terms of environmental impact and can disinfect tableware. Amongst a variety of Saniswiss products, biosanitizers are effective against COVID-19 (generally known as “武漢肺炎”) and a variety of pathogens. The virucidal activity of the biosanitizers is tested following different European standards such as EN14476, EN16777 and NFT72-281 in relation to hand hygiene, environmental hygiene and room and ambulances disinfection, respectively.

The Company, through acquiring the equity interest in World Century by Greater Earn and cooperating with STMT through Pursue Return, creates synergy utilizing its business network, including its household and property developer and property management network, and customer base. With the establishment of a strategic cooperation relationship with STMT on the procurement of supplies of Saniswiss products, the entering into the field of sale, use and promotion of high-quality hygiene products by the Company can provide a stable supply of such products to the Group. The business network and diverse sales platform of the Group, coupled with the status of World Century as a sub-agent of Swissmate, effective hygiene products can be supplied timely at this critical period in fighting against the epidemic, and can be rapidly absorbed by the market. The Board believes that the increase in awareness of the importance of maintaining good personal and environmental hygiene, in particular during the time of the epidemic, would substantially boost demand for Saniswiss products and drive sales in Guangdong Province. By promoting modern environmentally-friendly and healthy solutions to counter bacteria with ecological technology and fine, environmentally-friendly products, the new branch of the Company’s business deployment shall enrich its strategic blueprint and achieve new revenue stream, which is believed to be palpable during the time of the epidemic.

As all of the applicable percentage ratios under Rule 19.07 of the GEM Listing Rules in respect of the 1st Subscription and the 2nd Subscription and the transactions contemplated under the SSHA and Subscription Agreement are less than 5%, the entering into the SSHA and the Subscription Agreement and the transactions contemplated thereunder do not constitute notifiable transactions under Chapter 19 of the GEM Listing Rules.

This announcement is made by EJE (Hong Kong) 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.

The board of directors (the “**Board**”) of the Company is pleased to announce that, on 4 March 2020, (i) Trillion Charm Limited (“**Trillion Charm**”), an indirect wholly-owned subsidiary of the Company as issuer, (ii) Pursue Return Limited (“**Pursue Return**”), a wholly-owned subsidiary of the Company as the first subscriber, and (iii) Sani Team Medical Technology Limited (“**STMT**”) as the second subscriber entered into a subscription and shareholders’ agreement (the “**SSHA**”) for the subscription by Pursue Return and STMT of such number of shares in Trillion Charm (the “**1st Subscription**”) representing 80% and 20% of the equity interest of Trillion Charm, respectively, as enlarged by the 1st

Subscription. The 1st Subscription was completed upon signing of the SSHA. Pursuant to the SSHA, Swissmate Medical Equipment Company Limited (“**Swissmate**”) will grant to Trillion Charm the exclusive right to provide, sell and distribute the Saniswiss products in Guangdong Province of the People’s Republic of China (the “**PRC**”) from the date of this announcement to 3 March 2023 and using Automate aHP to achieve ecological, efficient and effective automated room sanitizing work with no-touch technology. Pursue Return will procure the provision of working capital to Trillion Charm to operate the foregoing business under the brand name “壹家壹防疫”.

On the same day, Greater Earn Limited (“**Greater Earn**”), a wholly-owned subsidiary of the Company, as subscriber and World Century Technology Limited (“**World Century**”) as issuer entered into a subscription agreement (the “**Subscription Agreement**”) pursuant to which World Century has conditionally agreed to allot and issue to Greater Earn and Greater Earn has conditionally agreed to subscribe and purchase from World Century 43 new shares of World Century (the “**2nd Subscription**”), representing approximately 30% of the entire issued share capital of World Century as enlarged by the 2nd Subscription at a cash consideration of HK\$1.5 million. Completion of the 2nd Subscription shall take place on the second business day following the fulfilment or waiver of certain conditions precedents. World Century is the sole and exclusive sub-agent for the sale, use and promotion of Saniswiss products in the marine and automotive sectors in Hong Kong. As at the date of this announcement, Mr. Kwok Ho Chung is the controlling shareholder of World Century.

Principal terms of the agreements

The principal terms of the agreements are set forth below:

1/SSHA

Date of execution	: 4 March 2020
Parties	: Pursue Return, STMT and Trillion Charm
Shareholding structure of Trillion Charm upon completion of the 1st Subscription	: Pursue Return holds 80% and STMT holds 20%
Principal activities of Trillion Charm	: Trillion Charm mainly engages in (i) the sale, promotion and distribution of Saniswiss products in the Guangdong Province of the PRC which shall be supplied by Swissmate, and (ii) the provision of services in respect of the Saniswiss products

2/Subscription Agreement

Date of execution	: 4 March 2020
Parties	: Greater Earn and World Century

Purposes of the 1st Subscription and the 2nd Subscription

1. Saniswiss SA (“**Saniswiss**”) is a high-tech biotechnology company founded in Switzerland by health experts and microbiologists that manufactures effective, safe and high-quality hygiene solutions and products for healthcare professionals and patient safety around the world. Saniswiss also makes proposals and researches for advanced ideas and technologies to manufacture environmental-friendly antibacterial and disinfection products.
2. On 1 January 2020, Swissmate was authorized by Saniswiss as its exclusive sole agent for China, Hong Kong, Macau and Taiwan to participate to tender for those markets. Subsequently, on 15 January 2020, World Century was appointed by Swissmate as (i) the sole and exclusive sub-agent of Swissmate for the sale, use and promotion of Saniswiss products in the marine and automotive sectors/industries in Hong Kong, and (ii) the non-exclusive sub-agent of Swissmate for the sale, use and promotion of Saniswiss products in other sectors/industries, including but not limited to medical and healthcare. On 4 March 2020, Trillion Charm was certified as the exclusive sole agent of Swissmate to participate in the sale, distribution and promotion of Saniswiss products in the Guangdong Province of the PRC from the date of this announcement to 3 March 2023.
3. Pursue Return and STMT shall hold equity interest in Trillion Charm and will cooperate with each other to operate Trillion Charm. Trillion Charm shall sell, distribute and promote Saniswiss products in the Guangdong Province of the PRC and provide services in respect of the Saniswiss products, including but not limited to biosanitizers and biocleaners. STMT shall procure the provision of Saniswiss products to Trillion Charm as and when appropriate, while Pursue Return shall use its business connections and commercial network to assist Trillion Charm in operating its business.
4. Pursuant to the SSHA, Pursue Return will procure the provision of working capital for Trillion Charm and STMT will procure the grant by Swissmate to Trillion Charm the exclusive right to provide, sell and distribute Saniswiss products and the related services in Guangdong Province from the date of this announcement to 3 March 2023.

The Board considers that the SSHA and the Subscription Agreement were entered into in the ordinary course of business of the Company and on normal commercial terms after arm’s length negotiation.

To the best of the Board’s knowledge, information and belief having made all reasonable enquiries, STMT and World Century and their respective ultimate owners are third parties independent of and not connected with the Company and its core connected persons (as defined in the Rules Governing the Listing of Securities on the GEM (“**GEM**”) of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”)).

REASONS FOR AND BENEFITS OF THE 1ST SUBSCRIPTION AND THE 2ND SUBSCRIPTION

To date, deadly germs are one of the main threats to human life in the medical process and living environment. To increase resistance to nosocomial infections and microorganisms, preventive measures to enhance health and safety are urgently required. However, most disinfectants currently available in the market, while combating the microbes, also cause new problems and risks to the health of human beings and the living environment. Government agencies and scientists are actively and continuously seeking for safer and more environmentally friendly solutions for different industries.

The spread of the Coronavirus Disease 2019 (“**COVID-19**”, generally known as “**武漢肺炎**”) since the beginning of 2020 has posed challenges to in the globe in terms of prevention, containment and treatment of the disease. With the sudden onset of the communicable disease, there is insufficient total production capacity of hygiene products, creating a shortage of supply in both medical and civilian markets. That results in exponential upsurges in demand of quality hygiene products in China which first reported the spread of the COVID-19 virus and recorded most of the infected cases around the world. With the strong reputation of committing to creating green home environment for its broad customer base covering the major provinces of the PRC, such as Guangdong, Fujian, Guangxi and Hainan, and its ability to expand its franchise network without any geographic limitation as a result of its acquisition of Green Steps Investments Limited on 8 May 2019, the Group possesses a strong advantage on its business network and has its self-owned brand and sales platform. The Company, through acquiring the equity interest in World Century by Greater Earn and cooperating with STMT through Pursue Return, creates synergy utilizing its business network, including its household and property developer and property management network, and customer base. With the establishment of a strategic cooperation relationship with STMT on the procurement and supplies of Saniswiss products, the entering into the field of sale, use and promotion of high-quality hygiene products by the Company can provide a stable supply of such products to the Group. The business network and diverse sales platform of the Group, coupled with World Century’s status as a sub-agent of Swissmate, effective hygiene products can be supplied timely at this critical period in fighting against the epidemic, and can be rapidly absorbed by the market. The Board believes that the increase in awareness of the importance of maintaining good personal and environmental hygiene, in particular during the time of the epidemic, would substantially boost demand for Saniswiss products and drive sales in the Guangdong Province.

In addition, amidst the fear that the Chinese economy may be severely hit by the epidemic, the positive profit and income from medical and retail industries are expected to provide support to the economic recovery and the rejuvenation of the Chinese market. Saniswiss products for medical and environmental protection make it easier for the Group to perform well in the industry of medical protection and outperform its rivals in a short time. By promoting modern environmentally-friendly and healthy solutions to counter bacteria with ecological technology and fine, environmentally-friendly products, the new branch of the Company’s business deployment shall enrich its strategic blueprint and achieve new revenue stream, which is believed to be palpable during the time of the epidemic.

Saniswiss products are sold in over 80 countries. The advantage of using Saniswiss products for infection prevention and sustainable hygiene is that they are harmless to the human body and there is no compromise in terms of environmental impact and can disinfect tableware. Amongst many Saniswiss products, biosanitizers are effective against COVID-19 and a variety of pathogens. Saniswiss biosanitizers are able to overcome resistance of strong bacteria and are great substitutes for chemical disinfectants that are harmful to the environment and human health. As set out in the website of Saniswiss (<https://www.saniswiss.com/challenge/novel-coronavirus-2019-ncov-outbreak>), the virucidal activity of the biosanitizers is tested following different European standards such as EN14476, EN16777 and NFT72-281 in relation to hand hygiene, environmental hygiene and room and ambulances disinfection, respectively. Further, with the aid of Automate aHP, an automatic biological disinfection and sterilization instrument (the “**Instrument**”) under the same brand name, the cumbersome object surface disinfection work can be automated and at the same time avoid incomplete disinfection due to the limits of manual operation. The Instrument is able to disinfect any surfaces spaces (including places invisible to the naked eye) in a short period of time. It eliminates the risk of operator infection and ensures optimal microbiological performance. The whole disinfection process is harmless to the human body, leaving no traces, no soaking and no damage to the surface of the subject of disinfection.

The management system of Saniswiss has been assessed and certified by SGS United Kingdom Ltd, a leading inspection, certification, testing and certification company, as meeting the requirements of (i) ISO 13485:2003 and EN ISO 13485:2012 for design, manufacturing, sales and distribution of disinfectants for invasive and non-invasive medical devices, (ii) Directive 93/42/EEC on medical devices, Annex V for Disinfectants for non-invasive medical devices, and (iii) Directive 93/42/EEC on medical devices, Annex II (excluding Section 4) for Disinfectants for invasive medical devices. Saniswiss has also been certified as an official participant of the Private Organizations for Patient Safety (POPS) program, an initiative supported by the World Health Organization (WHO), and has been actively participating as a POPS stakeholder since 28 June 2018.

In addition, Dr. Lam Tai Yam, Danny (“**Dr. Lam**”), who is the sole shareholder of Swissmate and a strategic shareholder of STMT, has a strong biomedical background and has committed to act as a strategic advisor in respect of the business of Trillion Charm and the cooperation between the Company, Greater Earn and World Century. Dr. Lam obtained a Bachelor of Engineering in Computer Aided Mechanical Engineering from Kings College London and a Master of Science in Biomedical Engineering and Medical Imaging from University College London. He acts as the Key Account Specialist and CT Product Specialist (Hong Kong/Taiwan) of GE Medical, the Nuclear Imaging/PETCT/CT Specialist of Philips Electronics Hong Kong, and the Business Development Manager (Magnetic Resonance and Medical Imaging) of Siemens. He is also responsible in conducting research in University College London in relation to near infrared tomography and electrical impedance tomography.

ABOUT TRILLION CHARM

Trillion Charm is a limited company incorporated in Hong Kong that mainly engages in (i) the sale, promotion and distribution of Saniswiss products in the Guangdong Province of the PRC which shall be supplied by Swissmate, and (ii) the provision of services in respect of the Saniswiss products.

ABOUT GREATER EARN

Greater Earn is a limited company incorporated in the British Virgin Islands that mainly engages in investment holding.

ABOUT THE GROUP

The Group is principally engaged in (i) manufacture of custom-made furniture in the PRC, (ii) design, manufacture and sale of mattresses and soft bed products in the PRC and export of mattresses to overseas markets, (iii) securities investment in Hong Kong, (iv) property investment in Hong Kong, and (v) money lending in Hong Kong.

IMPLICATION UNDER THE GEM LISTING RULES

As all of the applicable percentage ratios under Rule 19.07 of the GEM Listing Rules in respect of the 1st Subscription and the 2nd Subscription and the transactions contemplated under the SSHA and Subscription Agreement are less than 5%, the entering into the SSHA and the Subscription Agreement and the transactions contemplated thereunder do not constitute notifiable transactions under Chapter 19 of the GEM Listing Rules.

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

Hong Kong, 4 March 2020

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. Yiu Shung Kit.

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>.