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## **MS CONCEPT LIMITED**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 8447)**

### **VOLUNTARY ANNOUNCEMENT BUSINESS UPDATE**

This announcement is made by MS Concept Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the GEM of the Stock Exchange (the “**GEM Listing Rules**”) and the Inside Information Provisions (as defined under the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that the Group was verbally advised by the management office of World Trade Centre, Causeway Bay (“**WTC**”) that the retail floors of WTC will be temporarily closed for remedial measures, including but not limited to repair and inspection, to be conducted in WTC due to happening of a fire accident on 15 December 2021 (the “**Remedial Measures**”). It is estimated that our restaurant located at 6/F., WTC (the “**Restaurant**”) will be temporarily closed until the end of December 2021.

The Company is currently assessing the impact on the performance of the Restaurant as a result of the Remedial Measures to be taken by the landlord and the Company has been working closely with the relevant parties in order to resume the operation of the Restaurant as soon as possible. The Board will continuously monitor the development of the Remedial Measures and its impact on the Group’s business performance, and will ensure that further announcement will be made as and when appropriate that needs to be disclosed pursuant to Rule 17.10 of the GEM Listing Rules and the Inside Information Provisions (as defined under the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Shareholders and potential investors should exercise caution when dealing in the securities of the Company. In the event of any doubt, Shareholders and investors of the Company should seek professional advice from professional or financial consultants.

For and on behalf of the Board  
**MS Concept Limited**  
**Kwong Tai Wah**  
*Chairman and Executive Director*

Hong Kong, 20 December 2021

*As at the date of this announcement, the Executive Directors of the Company are Mr. Kwong Tai Wah (Chairman and Chief Executive Officer), Ms. Kwong Man Yui (Vice chairlady) and Mr. Lam On Fai; and the Independent Non-executive Directors are Mr. Lai Ming Fai Desmond, Dr. Cheng Lee Lung and Mr. Kwok Yiu Chung.*

*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 “Latest Listed Company Information” page of the GEM website ([www.hkgem.com](http://www.hkgem.com)) for at least 7 days from the date of its publication. This announcement will also be published on the website of the Company ([www.mrsteak.com.hk](http://www.mrsteak.com.hk)).*

*In the case of inconsistency, the English text of this announcement shall prevail over the Chinese text.*