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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)

(I) RESUMPTION GUIDANCE; (II) QUARTERLY UPDATE ON STATUS OF RESUMPTION; AND (III) CONTINUED SUSPENSION OF TRADING

This announcement is made by EJE (Hong Kong) Holdings Limited (the “**Company**” and, together with its subsidiaries, the “**Group**”) pursuant to Rule 17.26A of the GEM Listing Rules and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Reference is made to the announcements (the “**Announcements**”) of the Company dated 1 August 2021, 10 November 2021 and 8 February 2022 in relation to, among others, the decision of the Stock Exchange to suspend trading in the Shares under Rule 17.49A of the GEM Listing Rules. Unless otherwise defined, capitalised terms used in this announcement shall have the same meanings as those defined in the Announcements.

RESUMPTION GUIDANCE

On 28 October 2021, the Company was notified by the Stock Exchange of the following guidance for resumption of trading in the shares of the Company (the “**Resumption Guidance**”):

- (i) publish all outstanding financial results required under the GEM Listing Rules and address any audit modifications;
- (ii) demonstrate compliance with GEM Rule 17.26; and
- (iii) announce all material information for the Company’s shareholders and investors to appraise its position.

The Stock Exchange required the Company to remedy the issues causing its trading suspension and fully comply with the GEM Listing Rules to the Stock Exchange’s satisfaction before trading in its securities is allowed to resume and, for this purpose, the Company has the primary responsibility to devise its action plan for resumption. The Stock Exchange also indicated that it may modify or supplement the Resumption Guidance if the Company’s situation changes.

** For identification purpose only*

Under Rule 9.14A(1) of the GEM Listing Rules, the Exchange may cancel the listing of any securities that have been suspended from trading for a continuous period of 12 months. In the case of the Company, the 12-month period expires on 1 August 2022. Please take notice that if the Company fails to remedy the issues causing its trading suspension, fully comply with the GEM Listing Rules to the Stock Exchange's satisfaction and resume trading in its shares by 1 August 2022, the Listing Division will recommend the GEM Listing Committee to proceed with the cancellation of the Company's listing. Under Rule 9.15 of the GEM Listing Rules, the Stock Exchange also has the right to impose a shorter specific remedial period, where appropriate.

The Stock Exchange request that as soon as practicable, the Company announces the resumption guidance and the 12-month period within which the Company must remedy the issues causing its trading suspension and fully comply with the GEM Listing Rules to the Stock Exchange's satisfaction and resume trading in its shares to avoid delisting.

While trading is suspended, the Company is also reminded of its obligations under the GEM Listing Rules including, but not limited to, the following:

- (a) keep the duration of any trading suspension to the shortest possible period as required under GEM Rule 9.09;
- (b) comply with its continuing obligations under the GEM Listing Rules at all times, for example, those applying to notifiable and/or connected transactions under Chapters 19 and 20 of the GEM Listing Rules and financial results and reports under Chapter 18 of the GEM Listing Rules;
- (c) announce inside information required to be disclosed under Part XIVA of the Securities and Futures Ordinance; and
- (d) announce quarterly updates on its developments under Gem Rule 17.26A including, among other relevant matters,
 - its business operations;
 - its resumption plan with details of actions that it has taken and intends to take to meet the resumption guidance and resume trading. The resumption plan should be accompanied with a clear timeframe in respect of each stage of work under the plan with a view that the resumption guidance can be met and trading can resume as soon as practicable and, in any event, before the 12-month period expires;
 - the progress of implementing its resumption plan and satisfying the resumption guidance;
 - details of any material change to the resumption plan and, in the case of delay, the reasons for and impact of such delay.

The Company is now taking necessary steps to resolve the issues causing its trading suspension and to fully comply with the GEM Listing Rules as soon as practicable. The Company will continue to keep the shareholders of the Company and the public informed of the progress as and when appropriate.

QUARTERLY UPDATE ON STATUS OF RESUMPTION

Business operations

As disclosed in the announcements of the Company dated 22 July 2021, 1 August 2021, 3 September 2021, 5 October 2021 and 20 December 2021, our factory was forced to stop operation due to no electricity supply as a result of delay in our factory rental payment, and the situation has prolonged because of ongoing inability to settle the outstanding rental payment. An auction had been conducted on the judicial auction platform of the People's Court of Conghua District Guangzhou City on 15 December 2021 for a batch of machinery, equipment, finished products and raw materials owned by the subsidiaries of the Company. According to the online auction bidding results, the final auction price for the subject assets was RMB5,525,119.84, which was made by a bidder named "Sun Shouyan" (孫壽延).

The Company will continuously assess the impact on the Company's operations, take appropriate measures and make further announcement as and when appropriate.

Update on resumption progress

The Company is considering the resumption plan and taking appropriate steps to comply with the Resumption Guidance and the GEM Listing Rules in order to have the trading in the shares of the Company resumed. Further announcement(s) on the progress of the plan will be made by the Company once more specific details are confirmed.

CONTINUED SUSPENSION OF TRADING

At the request of the Company, trading in the shares of the Company on the Stock Exchange has been suspended with effect from 9:00 a.m. on 2 August 2021 and will remain suspended until further notice.

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

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

Hong Kong, 4 May 2022

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 Listed Company Information” page for at least seven days from the date of its posting and the Company’s website at <http://www.ejeliving.com>