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LIFE CONCEPTS

Life Concepts Holdings Limited

生活概念控股有限公司

(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)

(Stock Code: 8056)

**VOLUNTARY ANNOUNCEMENT — STRATEGIC COOPERATION
LETTER OF INTENT**

This announcement is made by **Life Concepts Holdings Limited** (the “**Company**”, and together with its subsidiaries, the “**Group**”) on a voluntary basis. The purpose of this announcement is to keep the shareholders and potential investors of the Company informed of the latest business development of the Group.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that the Company recently signed a letter of intent (the “**Letter of Intent**”) for strategic cooperation (the “**Strategic Cooperation**”) with 深圳市金玉匯萃科技有限公司 (unofficially translated as “**Shenzhen Jinyu Huicui Technology Co., Ltd.**”) (“**Jinyu Huicui Technology**”).

Jinyu Huicui Technology, , established in 2022, is committed to the development of jewelry and precious metal related trade, with the vision of becoming the most trusted jewelry and precious metal industry group in the world. With differentiated strategies, it has steadily developed in different customer groups and provided intimate consumer experience. Through providing diversified products, services and sales channels to meet the needs of the people, it has a huge retail network, combining online and offline strategies to quickly occupy the

market.

The Company is of the view that the potential business partnership with Jinyu Huicui Technology under the Letter of Intent is in line with the Group's expanded business development strategy. It can be highly beneficial to creating values for both parties and is in the interests of the Company and its shareholders as a whole. The specific terms and conditions of the formal agreements are subject to review and approval of the Board upon the completion of the due diligence review by the Company. Further announcement(s) in relation to any update of the Strategic Cooperation will be made by the Company as and when appropriate in accordance with the Rules Governing the Listing of Securities on GEM of the **Stock Exchange of Hong Kong Limited**.

The Company wishes to emphasize that as at the date of this announcement, the Company has not entered into any formal or legally binding agreement regarding the Strategic Cooperation. As the Strategic Cooperation may or may not proceed, the Company's shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.

By Order of the Board
Life Concepts Holdings Limited
James Fu Bin Lu
*Chairman, Executive Director and
Chief Executive Officer*

Hong Kong, 28 February 2023

As at the date of this announcement, the Board comprises Mr. James Fu Bin Lu (Chairman and Chief Executive Officer), Mr. Long Hai and Ms. Li Qing Ni as executive Directors; and Mr. Lu Cheng, Mr. Shi Kangping and Mr. Kim Jin Tae as independent non-executive Directors.

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 Stock Exchange’s website at www.hkexnews.hk for at least 7 days from the date of its publication. This announcement will also be published on the Company’s website at www.lifeconcepts.com.