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New Amante Group Limited

新愛德集團有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 8412)

CHANGE OF EXECUTIVE DIRECTORS AND APPOINTMENT OF VICE-CHAIRMAN OF THE BOARD

RESIGNATION OF EXECUTIVE DIRECTOR

The board (“**Board**”) of directors (“**Directors**”, each a “**Director**”) of New Amante Group Limited (“**Company**”, together with its subsidiaries collectively referred to as “**Group**”) announce that Mr. Ng Shing Chun Ray (“**Mr. Ng**”) has resigned as an executive Director with effect from the conclusion of the Board meeting held on 3 April 2023 as he plans to devote more attention and time to his own business engagement. Mr. Ng will remain an incumbent director in fellow subsidiaries of the Group.

Mr. Ng has confirmed that he has no disagreement with the Board and the Company, and that there is no other matter relating to his resignation that needs to be brought to the attention of the shareholders of the Company (“**Shareholders**”) and the Stock Exchange.

The Board would like to take this opportunity to express its sincere gratitude to Mr. Ng for his invaluable contribution to the Company during his term of service.

APPOINTMENT OF EXECUTIVE DIRECTOR AND VICE-CHAIRMAN OF THE BOARD

The Board is pleased to announce that, Ms. Liu Huijing (“**Ms. Liu**”) has been appointed as an executive Director and vice-chairman of the Board with effect from the conclusion of the Board meeting held on 3 April 2023.

The biographical details of Ms. Liu are set out below:

Ms. Liu, aged 40, has extensive experience in entertainment, brand promotion and business management. Ms. Liu has been working in New Sparkle Roll International Group Limited (“**New Sparkle**”, a company listed on the main board of the Stock Exchange (stock code: 970)) since 2006, responsible for overseeing marketing and brand management of world-renowned high-end luxury brands represented by New Sparkle or associated with it in Shanghai, including Davidoff, Richard Mille, DeWitt, Parmigiani, Boucheron and Rolls-Royce. She is currently the deputy general manager, investment manager and assistant to the group’s chairman of New Sparkle and is responsible for the operation of the group’s film and television and media sections. Ms. Liu obtained a master’s degree in marketing from the University of Hertfordshire in the United Kingdom in 2011. Ms. Liu currently holds 4,265,250 shares of the Company.

Ms. Liu has entered into a service agreement with the Company for a term of 3 years starting from 3 April 2023 and will be subject to retirement and re-election at the first annual general meeting of the Company after her appointment and thereafter subject to retirement by rotation in accordance with the provisions of the Company's articles and association. Ms. Liu is entitled to receive a remuneration of HK\$70,000 per month, which has been fixed by the Board with reference to, including but not limited to, her duties, responsibilities, performance, prevailing market conditions and remuneration benchmark relevant to other directors of listed companies of similar size.

Save as disclosed above, Ms. Liu has confirmed that as at the date of this announcement, she (i) does not hold any directorship in any other public companies the securities of which are listed on any securities market in Hong Kong or overseas in the last three years; (ii) does not have any position with the Company and other members of the Group or other major appointments and professional qualifications; (iii) does not have any relationship with any Directors, senior management, substantial or controlling shareholders of the Company; and (iv) does not have interests in the shares of the Company which are required to be disclosed pursuant to Part XV of the Securities and Futures Ordinance.

Save as disclosed above, there are no other matters in relation to the appointment of Ms. Liu that need to be brought to the attention of the Shareholders and there is no other information that is required to be disclosed pursuant to rules 17.50(2)(h) to (v) of the Rules Governing the Listing of Securities on GEM of the Stock Exchange ("**GEM Listing Rules**").

The Board would like to take this opportunity to express its warmest welcome to Ms. Liu for joining the Board.

By order of the Board
New Amante Group Limited
Wong Chi Yung
Chairman of the Board and Chief Executive Officer

Hong Kong, 3 April 2023

As at the date of this announcement, the executive Directors are Mr. Wong Chi Yung, Ms. Lui Lok Yan and Ms. Liu Huijing, the independent non-executive Directors are Mr. Pong Chun Yu, Mr. Hui Wai Hung and Mr. Jiang Qiaowei.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the GEM of the Stock Exchange 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 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.new-amante.com.