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SIMPLICITY HOLDING LIMITED

倩碧控股有限公司 *

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8367)

PROPOSED CHANGE OF COMPANY NAME

The board (the “**Board**”) of directors (“**Directors**”) of Simplicity Holding Limited (the “**Company**”) proposes to change the official registered English name of the Company from “Simplicity Holding Limited” to “KOC (Global) Holdings Company Limited” and to adopt the Chinese name of “KOC (環球) 控股有限公司” as the secondary name of the Company to replace its existing name in Chinese “倩碧控股有限公司” which is currently used for identification purpose only (the “**Proposed Change of Company Name**”), subject to the conditions set out below being fulfilled.

Conditions of the Proposed Change of Company Name

The Proposed Change of Company Name will be subject to the following condition:

1. the passing of a special resolution by the shareholders of the Company (the “**Shareholders**”) at an extraordinary general meeting (“**EGM**”) to be convened by the Company to approve the Proposed Change of Company Name; and
2. the approval of the Registrar of Companies in Cayman Islands having been obtained for the Proposed Change of Company Name.

Subject to the satisfaction of the conditions set out above, the Proposed Change of Company Name will take effect from the date on which the Registrar of Companies in Cayman Islands registers the new name of the Company on the register in place of the existing name of the Company. Thereafter, the Company will carry out the necessary filing procedures with the Companies Registry in Hong Kong.

In addition, subject to the confirmation of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”), the English and Chinese stock short names for trading in the shares of the Company (the “**Shares**”) will also be changed after the Proposed Change of Company Name becomes effective.

Reasons for the Proposed Change of Company Name

The Board considers that the Proposed Change of Company Name will provide a better corporate identity and image of the Company to the market and the general public which can be beneficial to the Company's future business development.

The Board is therefore of the view that the Proposed Change of Company Name is in the best interests of the Company and the Shareholders as a whole.

Effects on the Proposed Change of Company Name

The Proposed Change of Company Name will not affect any of the rights of the existing Shareholders. All existing share certificates of the Company in issue bearing the current name of the Company will, after the Proposed Change of Company Name becoming effective, continue to be evidence of title to the Shares and will continue to be valid for trading, settlement, registration and delivery for the same number of shares in the new name of the Company. There will not be any arrangement for free exchange of the existing share certificates of the Company for new share certificates printed in the new name of the Company. Upon the Proposed Change of Company Name becoming effective, any new share certificates will be issued in the new name of the Company.

GENERAL

The EGM will be convened and held for the Shareholders to consider and, if thought fit, approve the Proposed Change of Company Name. A circular containing, among other things, (i) details of the Proposed Change of Company Name; and (ii) a notice convening the EGM and related proxy form, will be dispatched to the Shareholders as soon as practicable.

Further announcement(s) will be made by the Company in relation to the results of the EGM, the effective date of the Proposed Change of Company Name, the new stock short names for trading in the Shares on the Stock Exchange and the new website address of the Company as and when appropriate.

By Order of the Board of
Simplicity Holding Limited
Choi Pun Lap
Executive Director

Hong Kong, 15 May 2023

As at the date of this announcement, the executive Directors of the Company are Mr. Choi Pun Lap and Mr. Leung Wai Tai; and the independent non-executive Directors of the Company are Mr. Yeung Man Sun, Mr. Lo Cheuk Fei Jeffrey and Mr. Cheung Hiu Fung.

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 Stock Exchange's website at <http://www.hkexnews.hk> on the "Latest Listed Company Information" page for at least seven days from the date of its publication and posting and will be published and remains on the website of the Company at <http://www.simplicityholding.com>.

** For identification purpose only*