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LIFE CONCEPTS

Life Concepts Holdings Limited **生活概念控股有限公司**

(Incorporated in Cayman Islands and continued in Bermuda with limited liability)
(Stock Code: 8056)

APPOINTMENT OF EXECUTIVE DIRECTOR

The board (the “**Board**”) of directors (“**Director(s)**”) of Life Concepts Holdings Limited (the “**Company**”) is pleased to announce that with effect from 9 June 2023, Mr. Yu Qinglong (“**Mr. Yu**”) has been appointed as an executive Director and a member of each of the remuneration committee and the nomination committee of the Company.

The biographical details of Mr. Yu are set out below:

Mr. Yu, aged 42, has more than 15 years of management experiences. From 2005 to 2010, he was the deputy managing director of Shenzhen City Guruide Watch Co., Limited* (深圳市古瑞德鐘錶有限公司). He is currently the deputy managing director of Shenzhen City Honggqihao Technology Co., Limited* (深圳市鴻淇濠科技有限公司) and the deputy general manager of Shenzhen City Junyu Private Equity Management Co., Limited* (深圳市峻域私募股權基金管理有限公司).

Mr. Yu has entered into a letter of appointment with the Company for a term of three years. Mr. Yu is subject to retirement by rotation and re-election at next following annual general meeting in accordance with the bye-laws of the Company. Under the said letter of appointment, Mr. Yu is entitled to a director’s fee of HK\$20,000 per month. The aforementioned director’s fee was determined by the Board with reference to Mr. Yu’s relevant experience and qualifications, his duties and responsibilities in the Company as well as the prevailing market condition.

As at the date of this announcement, Mr. Yu does not have any interests in the Shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the laws of Hong Kong) (the “**SFO**”).

* *for identification purpose only*

Save as disclosed above, to the best of the Director's knowledge, information and belief and after having made all reasonable enquiries, as at the date of this announcement, Mr. Yu (i) does not have any interests in the shares of the Company within the meaning of Part XV of the SFO; (ii) does not have any relationship with any Directors, senior management, substantial shareholders or controlling shareholders (having the meaning ascribed to them in the Rules Governing the Listing of Securities on GEM (the "**GEM Listing Rules**") of The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**")) of the Company nor any position in the Company or any of its subsidiaries; (iii) has not held any other directorship in other public companies the securities of which are listed on any securities market in Hong Kong or overseas in the past three years; and (iv) has not held any other major appointments and professional qualifications.

Save as disclosed above, there is no further information required to be disclosed pursuant to the requirements of Rule 17.50(2)(h) to (v) of the GEM Listing Rules and there are no other matters relating to the appointment of Mr. Yu that need to be brought to the attention of the shareholders of the Company or the Stock Exchange.

The Board would like to express its warmest welcome to Mr. Yu in joining the Company.

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

Hong Kong, 9 June 2023

As at the date of this announcement, the Board comprises Mr. James Fu Bin Lu (Chairman and Chief Executive Officer), Mr. Long Hai, Ms. Li Qing Ni and Mr. Yu Qinglong 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.

This announcement is prepared in both English and Chinese. In the event of any inconsistency, the English text of this announcement shall prevail.