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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)

RESIGNATION OF EXECUTIVE DIRECTOR AND NON-EXECUTIVE DIRECTOR AND MEMBERS OF EACH OF REMUNERATION COMMITTEE AND NOMINATION COMMITTEE

RESIGNATION OF AN EXECUTIVE DIRECTOR AND MEMBER OF EACH OF REMUNERATION COMMITTEE AND NOMINATION COMMITTEE

The board (the “**Board**”) of directors (the “**Director(s)**”) of Simplicity Holding Limited (the “**Company**”) announces that Mr. Yanagihara Kazuya (“**Mr. Yanagihara**”) has resigned as an executive Director and member of each of remuneration committee and nomination committee of the Company with effect from 10 October 2023.

The resignation of Mr. Yanagihara was because he would like to devote more time to pursue his own business. In accordance with Rule 17.50(2) of the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”), Mr. Yanagihara confirmed that he has no disagreement with the Board and there is nothing relating to his resignation that needs to be brought to the attention to the shareholders of the Company.

The Board would like to express its sincere gratitude to Mr. Yanagihara for his valuable contribution to the Company during his tenure of services.

RESIGNATION OF A NON-EXECUTIVE DIRECTOR AND MEMBER OF EACH OF REMUNERATION COMMITTEE AND NOMINATION COMMITTEE

The Board of Directors of the Company further announces that Mr. Leung Chun Yu Edmund (“**Mr. Leung**”) has resigned as a non-executive Director and member of each of remuneration committee and nomination committee of the Company with effect from 10 October 2023.

The resignation of Mr. Leung was because he would like to devote more time to pursue his own business. In accordance with Rule 17.50(2) of the Rules Governing the Listing of

Securities on GEM of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”), Mr. Leung confirmed that he has no disagreement with the Board and there is nothing relating to his resignation that needs to be brought to the attention to the shareholders of the Company.

The Board would like to express its sincere gratitude to Mr. Leung for his valuable contribution to the Company during his tenure of services.

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

Hong Kong, 10 October 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*