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JLOGO HOLDINGS LIMITED

聚利寶控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 8527)

VOLUNTARY ANNOUNCEMENT BUSINESS UPDATE

This announcement is made by JLogo Holdings Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) on a voluntary basis for the purpose of keeping shareholders of the Company and potential investors informed of the latest development of the Group.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that on 13 December 2023, the Area Master Brand Licensing Agreements (the “**Licensing Agreements**”) were made and entered into by and between JC Global Concepts Pte Ltd, an indirect wholly-owned subsidiary of the Company (the “**Licensor**”), and four companies in the People’s Republic of China, namely Anmeihe Biotechnology (Zhoushan) Limited* (安美赫生物科技(舟山)有限公司); Heifeishi Ludaodao Catering Management Limited* (合肥市鹵叨叨餐飲管理有限公司); Guangdong Meishuda Technology Limited* (廣東美舒達科技有限公司), Zhongnong Yukun (Guangdong) Supply Chain Limited* (中農裕坤(廣東)供應鏈有限公司) (collectively, the “**Licensees**”).

Pursuant to the Licensing Agreement, the Licensor grants the Licensees the right to operate a food and beverage related or extended business under the name of the Licensor’s brands within the contractual period of five years and the agreed-upon geographical area. The Licensees shall pay the area master licensing fee, brand royalty fee and other related fees to the Licensor.

The Board believes that the entering into of the Licensing Agreements will allow the Group to expand its business in the Company's ordinary course of business which are in line with the business development strategies of the Group.

This announcement is made by the Company on a voluntary basis to update shareholders and potential investors on the latest development of the Group and does not constitute a transaction discloseable under the Rules Governing the Listing of Securities on Growth Enterprise Market of The Stock Exchange of Hong Kong Limited for the Company.

By order of the Board of
JLogo Holdings Limited
Ms. LOW Yeun Ching @Kelly Tan
Chairlady and Chief Executive Officer

Hong Kong, 13 December 2023

As at the date of this announcement, the executive Directors are Ms. LOW Yeun Ching @Kelly Tan, Mr. Sean LOW Yew Hong, Mr. CHIU Ka Wai and Mr. WU Guangliang; and the independent non-executive Directors are Mr. LU King Seng, Mr. John Chi Chung MAN and Mr. CHAN Pak Hung.

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 GEM of The Stock Exchange of Hong Kong Limited 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 in this announcement misleading.

This announcement will remain on the "Latest Listed Company Information" page of the website of the Stock Exchange at www.hkexnews.hk for at least seven days from the day of its posting. This announcement will also be published on the website of the Company at <http://www.jlogoholdings.com/>.

* *For identification purposes only*