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LIFE CONCEPTS

Life Concepts Holdings Limited

生活概念控股有限公司

(Incorporated in the 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 22 March 2024, Ms. Wu Liyu (“**Ms. Wu**”) has been appointed as an executive Director of the Company.

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

Ms. Wu Liyu (吳麗玉), aged 38, has extensive experience in the food industry and production site management in large and medium-sized food production enterprises. She is familiar with export health registration applications and production license applications. She is currently a director of Shenzhen Peptide Youyuan Food Technology Co., Ltd. (深圳市肽友緣食品科技有限公司), responsible for the research, production, and sales of self-heating food product series. Ms. Wu graduated from Guangdong Medical College in 2013, studying nursing.

Ms. Wu has entered into a letter of appointment with the Company in respect of her appointment as an executive Director for a term of three years. Ms. Wu 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, Ms. Wu 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 Ms. Wu’s relevant experience and qualifications, her duties and responsibilities in the Company as well as the prevailing market condition.

As at the date of this announcement, Ms. Wu 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**”).

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, Ms. Wu (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 Ms. Wu 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 Ms. Wu in joining the Company.

By Order of the Board
Life Concepts Holdings Limited
Xu Qiang

Chairman, Executive Director and Chief Executive Officer

Hong Kong, 22 March 2024

As at the date of this announcement, the Board comprises Mr. Xu Qiang (Chairman and Chief Executive Officer), Mr. Liu Guowei, Mr. Yu Quansheng and Ms. Wu Liyu as executive Directors; and Mr. Hui Hung Kwan, Mr. Bian Hongjiang and Mr. Chen Wenrui 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.