

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*

## **Simplicity Holding Limited**

### **倩碧控股有限公司\***

*(Incorporated in the Cayman Islands with limited liability)*

(Stock Code: 8367)

## **REAPPROVAL OF PROPOSED CHANGE OF COMPANY NAME**

Reference is made to the announcement of Simplicity Holding Limited (the “**Company**”) dated 28 June 2024 in relation to the Proposed Change of Company Name (the “**Announcement**”). Unless otherwise defined, capitalised terms used herein shall have the same meanings as those defined in the Announcement.

According to the Company’s Cayman Islands legal advisers, the Registrar of Companies in the Cayman Islands considered that the proposed Chinese name “盛盟國際集團有限公司” is not a direct translation of the English name “SM International Group Limited” and has advised that the English transliteration name of the Chinese name “Sheng Meng International Group Limited” (the “**English Transliteration Name**”) should be adopted and would be stated on the certificate of incorporation on change of name in addition to the proposed English name and Chinese name.

In view of the above circumstances, the Company would like to arrange an extraordinary general meeting for the Shareholders to consider and, if thought fit, re-approve and confirm the Proposed Change of Company Name and adoption of the English Transliteration Name.

The conditions, effects and reasons for the Proposed Change of Company Name are the same and have already disclosed in the Announcement.

A circular containing, among other things, further details of the Proposed Change of Company Name and adoption of the English Transliteration Name together with a notice convening the meeting will be despatched to the Shareholders as soon as practicable.

Further announcement(s) will be made by the Company in relation to the results of the extraordinary general meeting, the effective date of the Proposed Change of Company Name with the English Transliteration Name and the new stock short name of the Company under which the Shares will be traded on the Stock Exchange as and when appropriate.

By Order of the Board of  
**Simplicity Holding Limited**  
**Choi Pun Lap**  
*Executive Director and Company Secretary*

Hong Kong, 15 November 2024

*As at the date of this announcement, the executive Directors of the Company are Mr. Choi Pun Lap, Mr. Leung Wai Tai; and the independent non-executive Directors of the Company are 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*