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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)

APPOINTMENT OF AN EXECUTIVE DIRECTOR

The board (the “**Board**”) of directors (the “**Director(s)**”) of Simplicity Holding Limited (the “**Company**”) announces that Mr. Zhang Qifeng (“**Mr. Zhang**”) has been appointed as an executive Director with effect from 23 October 2025.

Set out below are the biographical information of Mr. Zhang:

Mr. Zhang, aged 26, graduated from Guangzhou Vocational University of Science and Technology with a Bachelor’s of Economics, majoring in International Economy and Trade. He has experience in developing sales business of agricultural and sideline products such as eggs, wax gourd puree and feed. He has been serving as a general manager of Dongguan Jiashida Biotechnology Engineering Co., Ltd. * since 25 February 2023 and performing sales business of agricultural and sideline products.

The Company has entered into a service contract with Mr. Zhang for a term of a year with effect from 23 October 2025. Mr. Zhang will hold the office until the forthcoming annual general meeting of the Company and be eligible for re-election at that meeting pursuant to the articles of association of the Company. The emolument of Mr. Zhang is HK\$240,000 per annum, which was determined by the Board based on the recommendation of the Remuneration Committee having regard to his background, his responsibilities within the Group, the financial position of the Company and the prevailing market conditions.

Save as disclosed above and as at the date of this announcement, (i) Mr. Zhang did not hold any directorship in any public companies the securities of which are listed on any securities market in Hong Kong or overseas in the past three years; (ii) Mr. Zhang is interested in 1,620,000 shares in the Company within the meaning of Part XV of the Securities and Futures Ordinance, representing approximately 1.96% of the total issued shares of the Company; (iii) Mr. Zhang does not hold other positions with the Company or any subsidiaries of the Company; (iv) Mr. Zhang does not have any relationship with any directors, senior management, substantial shareholders or controlling shareholders of the Company; and (v) there is no other information relating to Mr. Zhang that is required to be disclosed pursuant to Rule 17.50 (2) of the GEM Listing Rules nor are there other matters relating to Mr. Zhang that need to be brought to the attention of the Shareholders.

The Board would like to take this opportunity to warmly welcome Mr. Zhang to the Board.

By Order of the Board
Simplicity Holding Limited
Choi Pun Lap

Executive Director and Company Secretary

Hong Kong, 23 October 2025

As at the date of this announcement, the executive Directors of the Company are Mr. Choi Pun Lap, Mr. Leung Wai Tai and Mr Zhang Qifeng; and the independent non-executive Directors of the Company are Mr. Lo Cheuk Fei Jeffrey, Mr. Cheung Hiu Fung and Ms. Ip Sin Nam Ingrid.

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