

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.

JOYCE

JOYCE BOUTIQUE HOLDINGS LIMITED

(Incorporated in Bermuda with limited liability)

Stock Code: 647

DATE OF BOARD MEETING

Joyce Boutique Holdings Limited (the “**Company**”) announces that a meeting of the directors of the Company will be held on Thursday, 16 November 2017 for the purpose of, *inter alia*, approving the release of the interim results announcement of the Company for the six months ended 30 September 2017 and considering the payment of dividend (if any).

For JOYCE BOUTIQUE HOLDINGS LIMITED

Kevin C. Y. Hui

Company Secretary

Hong Kong, 6 November 2017

As at the date of this announcement, the board of directors of the Company comprises Mr. Stephen T. H. Ng, Ms. Doreen Y. F. Lee and Mr. Paul Y. C. Tsui, together with three Independent Non-executive Directors, namely, Mr. Antonio Chan, Mr. Eric K. K. Lo and Mr. T. Y. Ng.