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## **LIFESTYLE INTERNATIONAL HOLDINGS LIMITED**

**利福國際集團有限公司**

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

**(Stock Code: 1212)**

### **RENEWAL OF TRADEMARK LICENCE**

This is a voluntary announcement made by Lifestyle International Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”).

The Group currently operates its department stores in Hong Kong under the “Sogo” brand name and trademarks pursuant to an existing trademark licence granted by Sogo & Seibu Co., Ltd. (“**Sogo & Seibu**”) for a period of 18 years from 9 May 2001 to 8 May 2019.

The board of directors (the “**Board**”) of the Company is pleased to announce that on 4 December 2018, Sogo Hong Kong Company Limited (“**Sogo Hong Kong**”), an indirect wholly-owned subsidiary of the Company, entered into a new trademark licence agreement with Sogo & Seibu, pursuant to which Sogo & Seibu agreed to grant Sogo Hong Kong the sole and exclusive licence to use the “Sogo” trademarks in Hong Kong for conducting its business activities of operation of department stores for a further term of 20 years commencing from 9 May 2019 upon the terms and conditions set out therein.

By order of the Board  
**Lifestyle International Holdings Limited**  
Poon Fuk Chuen  
*Company Secretary*

Hong Kong, 10 December 2018

*As at the date of this announcement, the Board comprises Mr. Lau Kam Sen and Ms. Lau Kam Shim as executive directors; Mr. Lau Luen Hung, Thomas, Mr. Doo Wai Hoi, William and Ms. Lau Yuk Wai, Amy as non-executive directors; and Mr. Lam Siu Lun, Simon, The Hon. Shek Lai Him, Abraham, Mr. Hui Chiu Chung and Mr. Ip Yuk Keung as independent non-executive directors.*