

JOYCE

JOYCE BOUTIQUE HOLDINGS LIMITED

(Incorporated in Bermuda with limited liability)

Stock code: 647

Form of Proxy for Annual General Meeting

I/We¹, _____ of _____, being a registered member(s) of _____ shares³ in

Joyce Boutique Holdings Limited (the "Company"), hereby appoint⁴ _____ of _____

or failing him/her, the Chairman of the Meeting, as my/our proxy to vote for me/us and on my/our behalf at the Annual General Meeting of the Company to be held at Jade Room, 6th Floor, The Marco Polo Hongkong Hotel, 3 Canton Road, Kowloon, Hong Kong on Thursday, 15 August 2019 at 11:00 a.m. and at any adjournment thereof. The proxy will vote on the proposed resolutions in respect of the undermentioned matters as indicated below:

		For ⁵	Against ⁵
1	To adopt the Financial Statements and the Reports of the Directors and Independent Auditors for the financial year ended 31 March 2019.		
2	(a) To re-elect Mr. Stephen Tin Hoi NG, a retiring Director, as a Director.		
	(b) To re-elect Mr. Antonio CHAN, a retiring Director, as a Director.		
	(c) To re-elect Ms. Doreen Yuk Fong LEE, a retiring Director, as a Director.		
	(d) To re-elect Mr. Eric Kai Kin LO, a retiring Director, as a Director.		
	(e) To re-elect Mr. Tze Yuen NG, a retiring Director, as a Director.		
	(f) To re-elect Mr. Paul Yiu Cheung TSUI, a retiring Director, as a Director.		
3	To re-appoint PricewaterhouseCoopers as Auditors of the Company and to authorise the Directors to fix their remuneration.		
4	To give a general mandate to the Directors for buy-back of shares by the Company.		
5	To give a general mandate to the Directors for issue of shares.		
6	To approve the addition of bought back shares to the share issue general mandate stated under Resolution No. 5.		

Member's signature(s): _____ Proxy's specimen signature: _____

Signed this _____ day of _____ 2019.

Notes:

1. Full name(s) and address(es) of the member(s) completing this form should be inserted in **Block Capitals** in the space provided.
2. A member is entitled to appoint, at his/her own choice, another person as his/her proxy. A proxy need not be a member of the Company.
3. Please insert the number of relevant shares to which this form of proxy relates. If no number is inserted, this proxy form will be deemed to relate to all the shares in the Company that are registered under your name(s).
4. Please insert in **Block Capitals** the name(s) and address(es) of the proxy or proxies desired in the space provided. **Any alteration to this form of proxy must be initialled by the member(s) who sign(s) it.** A corporation may execute a form of proxy either under seal or under the hand of an officer or attorney duly authorised. **If no name is given, the Chairman of the Meeting will act as your proxy.**
5. **Important: if you wish your proxy to vote for a particular resolution, place a "✓" in the appropriate box under "For". If you wish your proxy to vote against a particular resolution, place a "✓" in the appropriate box under "Against".** If this proxy form is returned to the Company without properly indicating how the proxy shall vote on any particular matter, the proxy shall be entitled to exercise his/her discretion as to whether he/she votes in respect of the relevant matter and if so how.
6. The full text of Resolutions 4 to 6 are set out in the Notice of Annual General Meeting.
7. To be valid, this form of proxy must be completed and deposited at the office of the Company's Registrars in Hong Kong, Tricor Tengis Limited, at Level 54, Hopewell Centre, 183 Queen's Road East, Hong Kong, together with the power of attorney or other authority (if any) under which it is signed or a notarially certified copy of that power or authority, not later than 11:00 a.m., on Tuesday, 13 August 2019, or in case of any adjournment thereof, not less than 48 hours before the time fixed for the holding of such adjourned meeting. Forms of proxy sent electronically or by any other data transmission process will not be accepted.

PERSONAL INFORMATION COLLECTION STATEMENT

Your supply of the name(s) and other personal data of yourself and your proxy(ies) is on a voluntary basis for the purpose of processing your request for the appointment of a proxy (or proxies) and/or your voting instructions for the Annual General Meeting of the Company (the "Purposes"). We may transfer such data provided by you to the Company's Registrar and agent(s) for the Purposes or such other parties who are authorised by law to request the information. The data will be retained for such period as may be necessary for our verification and record purposes. You/your proxy (or proxies) has/have the right to request access to and/or correction of the relevant personal data in accordance with the provisions of the Personal Data (Privacy) Ordinance (Cap. 486 of the laws of Hong Kong) and any such request should be made in writing to the Personal Data Privacy Officer of Tricor Tengis Limited at Level 54, Hopewell Centre, 183 Queen's Road East, Hong Kong.