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JOYCE

JOYCE BOUTIQUE HOLDINGS LIMITED

(incorporated in Bermuda with limited liability)

Stock Code: 0647

**REORGANISATION PROPOSAL –
CHANGE OF THE HOLDING COMPANY OF THE GROUP
FROM JOYCE BOUTIQUE HOLDINGS LIMITED
(DOMICILED IN BERMUDA)
TO JOYCE BOUTIQUE GROUP LIMITED
(DOMICILED IN HONG KONG)**

*(a company incorporated in Hong Kong with limited liability,
the shares of which are proposed to be listed on
the Main Board of the Stock Exchange by way of introduction)*

BY WAY OF A SCHEME OF ARRANGEMENT

(under section 99 of the Companies Act 1981 of Bermuda (as amended))

TRADING ARRANGEMENT IN RESPECT OF THE SHARES

Reference is made to the scheme document issued by Joyce Boutique Holdings Limited (the “**Company**”) to the Shareholders on 22 July 2019 (the “**Scheme Document**”). Unless otherwise defined, capitalised terms used in this announcement shall bear the same meanings as those defined in the Scheme Document.

Dealings in the Shares (stock code: 0647) on the Stock Exchange ceased at 4:00 p.m. on Monday, 19 August 2019 pending the Scheme becoming effective. The Directors currently expect that, subject to the Scheme becoming effective, the listing of the Shares on the Main Board will be withdrawn, and dealings in Newco Shares on the Main Board will commence, at 9:00 a.m. on Tuesday, 27 August 2019.

By Order of the Board
Kevin C. Y. Hui
Company Secretary

Hong Kong, 19 August 2019

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.