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JOYCE

Joyce Boutique Group Limited

(incorporated in Hong Kong with limited liability)

Stock Code: 647

PRECAUTIONARY MEASURES FOR THE COURT MEETING AND THE GENERAL MEETING TO BE HELD ON 23 MARCH 2020

Reference is made to (i) the scheme document dated 28 February 2020 (the “**Scheme Document**”) jointly issued by the Company and the Offeror in relation to, among other things, the proposal for the privatisation of the Company by way of a scheme of arrangement under section 673 of the Companies Ordinance; and (ii) the notice of Court Meeting and the notice of General Meeting, both dated 28 February 2020, in relation to the Court Meeting and the General Meeting to be held at Jade Room, 6th Floor, The Marco Polo Hongkong Hotel, 3 Canton Road, Kowloon, Hong Kong (the “**Hotel**”) on Monday, 23 March 2020 at 10:00 a.m. and at 10:30 a.m., respectively (or if later, immediately after the conclusion or adjournment of the Court Meeting, in the case of the General Meeting). Capitalised terms used herein shall have the same meanings as defined in the Scheme Document unless the context requires otherwise.

In view of the recent development of the novel coronavirus disease (COVID-19), the Company wishes to advise Shareholders, particularly Shareholders who are subject to compulsory quarantine in relation to COVID-19, that if they are entitled to attend and vote at the Court Meeting and/or the General Meeting, they may appoint another person or the respective chairman of the Court Meeting and/or the General Meeting as a proxy to vote on the respective resolutions proposed thereat, instead of attending the Court Meeting and/or the General Meeting in person. The forms of proxy for the Court Meeting and/or the General Meeting can be downloaded from the respective websites of the Hong Kong Exchanges and Clearing Limited (www.hkexnews.hk) and the Company (www.irasia.com/listco/hk/joyce).

In order to be valid, the relevant form of proxy, together with the letter or power of attorney or other authority (if any) under which it is signed or a notarially certified copy thereof (in the case of a corporation, either under its common seal or under the hand of an attorney or a duly authorised officer on its behalf and to the satisfaction of the Directors of the Company), must be lodged with the Company’s share registrar, Tricor Tengis Limited, at Level 54, Hopewell Centre, 183 Queen’s Road East, Hong Kong no later than 10:00 a.m. for the Court Meeting, or no later than 10:30 a.m. for the General Meeting, on Friday, 20 March 2020, or in the case of any adjournment thereof, not less than 48 hours (exclusive of any part of a day that is a public holiday) before the time appointed for the holding of such adjourned meeting.

Furthermore, to protect the attending Shareholders from the risk of infection, the following precautionary measures will be adopted at the Court Meeting and the General Meeting against the epidemic:-

- (i) As a hygiene measure implemented by the Hotel of which the Company is supportive, compulsory body temperature check will be conducted for all persons attending the Court Meeting and/or the General Meeting at the entrance of the venue of the Court Meeting and the General Meeting and any person with a body temperature of over 37.5 degrees Celsius will not be admitted to the venue.
- (ii) All persons who attend the Court Meeting and/or the General Meeting are required to wear surgical face masks before they are permitted to attend, and throughout their attendance of, the Court Meeting and the General Meeting.
- (iii) No refreshment will be served.

By Order of the Board of
Joyce Boutique Group Limited
Kevin C. Y. Hui
Company Secretary

Hong Kong, 13 March 2020

As at the date of this announcement, the Board of Directors of the Company comprises Mr. Stephen T. H. Ng 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.