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NEW CONCEPTS HOLDINGS LIMITED

創業集團（控股）有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2221)

DELAY IN DESPATCH OF CIRCULAR

Reference is made to the announcement issued by New Concepts Holdings Limited dated 19 January 2023 (the “**Announcement**”) in relation to the Subscription. Unless otherwise defined herein, capitalised terms used in this announcement shall have the same meanings as those defined in the Announcement.

As stated in the Announcement, the circular (the “**Circular**”) containing, among other things, (i) further details of the Subscription and the Subscription Agreement; and (ii) a notice convening the EGM, is expected to be despatched to the Shareholders on or before 14 February 2023.

As additional time is required for the Company to finalise the Circular, the date of despatch of the Circular is expected to be postponed to on or before 16 February 2023.

By order of the Board
New Concepts Holdings Limited
Zhu Yongjun
Chairman and Executive Director

Hong Kong, 14 February 2023

As at the date of this announcement, the executive Directors are Mr. Zhu Yongjun, Mr. Pan Yimin and Mr. Lee Tsi Fun Nicholas; the non-executive Directors are Mr. Sui Guangyi, Dr. Ge Xiaolin and Dr. Zhang Lihui; and the independent non-executive Directors are Mr. Lo Chun Chiu, Adrian, Dr. Tong Ka Lok and Mr. Choy Wai Shek, Raymond, MH, JP.