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Health and Happiness (H&H) International Holdings Limited

健合(H&H)國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1112)

APPOINTMENT OF CHIEF EXECUTIVE OFFICER

The board (the “**Board**”) of directors of Health and Happiness (H&H) International Holdings Limited (the “**Company**”, and its subsidiaries, the “**Group**”) is pleased to announce that Mr. Camillo Pane (“**Mr. Pane**”), aged 53, has been appointed as the chief executive officer (“**CEO**”) of the Company with effect from 1 September 2023.

Mr. Pane has been passionate about making a difference in the lives of consumers since he started his career over 29 years ago. Mr. Pane’s career has centred on building iconic brands and creating growth strategies focused on customer-centric innovations and experiences, which includes building digitally native brands and expanding brands into new markets and new segments.

Mr. Pane was the CEO and a member of the board of directors of Coty Inc. (“**Coty**”) from 2016 to 2018. While at Coty, he led the merger of Coty with P&G Specialty Beauty by setting up and implementing a new divisional organizational structure, a new vision, purpose and culture. He joined Coty as Executive Vice President Category Development and Global chief marketing officer in 2015 prior to being promoted to chief executive officer.

Before joining Coty in 2015, Mr. Pane was the Senior Vice President and Global Category Officer Consumer Health at Reckitt Benckiser (RB) Plc (“**Reckitt Benckiser**”), where he spent almost 20 years across Global and Regional operational roles. The Consumer Health business included OTC brands like Nurofen, Mucinex, Gaviscon, Strepsils, and Wellbeing and VMS brands like Durex, Move Free, Megared and Airborne.

Mr. Pane has been a member of board of directors of Passione Beauty Srl since 2022. He has also been a senior advisor to private equity funds, such as Blackstone, Advent International, Apollo and Permira, where he worked as a lead advisor on several global projects in the Wellness and Beauty Space.

In 2019, Mr. Pane co-founded Present Life Corp, a new global company conceived to create and acquire clean, benefit-led wellness and beauty brands with no compromise on performance or the planet. All brands within Present Life Corp were sold in 2021 and 2022.

Mr. Pane has held numerous international senior executive roles throughout his career, having lived and worked in both developed and emerging markets, including North America, United Kingdom, France, Italy and Brazil. As a native Italian, Mr. Pane started his career working for Kraft Jacobs Suchard in Italy in 1994.

Mr. Pane graduated from the University of Bocconi in Milan with a degree in business administration in 1993.

Mr. Pane has entered into an employment contract (the “**Employment Contract**”) with the Group, pursuant to which Mr. Pane will be employed as the CEO for a term commencing from 1 September 2023 and ending on 31 August 2026, subject to renewal by mutual agreement and approval by the Board. The Employment Contract may be terminated by either party on not less than six months’ notice to the other party in writing. Pursuant to the Employment Contract, Mr. Pane is entitled to a basic salary of £1,008,000 per annum. In addition to his basic salary, Mr. Pane is also entitled to receive bonus, subject to the sole discretion of the Board, and to join the Group’s pension scheme. Mr. Pane will also be eligible to participate the Group’s profit sharing plan and long term incentive plan. The emoluments of Mr. Pane were determined with reference to his duties and level of responsibilities, the remuneration policy of the Company and the prevailing market conditions.

As at the date of this announcement, save as disclosed above, Mr. Pane (i) does not hold any position with the Group; (ii) does not hold any other directorship in the last three years preceding the date of this announcement in public companies, the securities of which are listed on any securities market in Hong Kong or overseas; (iii) does not have any relationship with any directors, senior management, substantial shareholders or controlling shareholders of the Company; and (iv) does not have any information to be disclosed pursuant to any of the requirements under Rule 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and there are no other matters in relation to the appointment of Mr. Pane that need to be brought to the attention of the shareholders of the Company.

As at the date of this announcement, Mr. Pane does not have any interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board would like to express its warmest welcome to Mr. Pane for joining the Company.

By Order of the Board
Health and Happiness (H&H) International Holdings Limited
Luo Fei
Chairman

Hong Kong, 28 May 2023

As at the date of this announcement, the executive directors of the Company are Mr. Luo Fei and Mr. Wang Yidong; the non-executive directors of the Company are Mrs. Laetitia Albertini, Dr. Zhang Wenhui and Mr. Luo Yun; and the independent non-executive directors of the Company are Mr. Tan Wee Seng, Mrs. Lok Lau Yin Ching and Professor Ding Yuan.