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**世界(集團)有限公司**  
**WORLD HOUSEWARE (HOLDINGS) LIMITED**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 713)**

**VOLUNTARY ANNOUNCEMENT**

**LETTER OF INTENT FOR COOPERATION IN INVESTMENT PROMOTION PROJECT**

This announcement is made by World Houseware (Holdings) Limited (the "Company") on a voluntary basis.

South China Reborn Resources (Zhongshan) Company Limited\* ("South China Co.") and Fundbor Textiles (Zhongshan) Company Limited\* ("Fundbor Co."), are wholly owned subsidiaries of the "Company"; which South China Co. and Fundbor Co. own two lands 宗地 Zongdi\* with area about 107 mu as the factory site and approximately 119 mu is being arranged for short-term rental respectively (mu is a Chinese unit of land measurement that is commonly 666.7 square metres), located at Chong Bian Industrial Zone, Chong Bian Village, Sha Xi Town, Zhongshan City, Guangdong Province, The People's Republic of China\* which covers aggregated area around 226 mu of the industrial land. The Company entered into a letter of intent with the government of Shaxi Town, Zhongshan\* (named 中山市沙溪镇人民政府), for enlarging the manufacturing area with new plant and related supporting facilities; the current business of South China Co. would be located at that area which is part of new plant after reformed; more or less 50% of that area and other properties would be arranged for lease and sale, abbreviation of the above project is referred to as "Industrial Reform".

With regard to this "Industrial Reform", both parties just proceed a consulting conference, without any specific plans, no definite proposals, and no verbal commitments or agreements. If there is any further news or information about the "Industrial Reform" project, an announcement would be made in due course if appropriate.

Shareholders and potential investors of the Company are reminded that the "Industrial Reform" has not been put into effect, and there may or may not be further progress in the future. Shareholders and potential investors are advised to proceed with caution when buying and selling the Company's securities.

\* The English name is translated for identification purpose only.

By Order of the Board  
**World Houseware (Holdings) Limited**  
**Lee Tat Hing**  
*Chairman*

Hong Kong, 20 July 2023

*As at the date of this announcement, the Executive Directors of the Company are Mr. Lee Tat Hing, Madam Fung Mei Po, Mr. Lee Chun Sing, Mr. Lee Kwok Sing Stanley, Mr. Leung Cho Wai, Mr. Tsui Chi Yuen and Mr. Lee Hon Sing Alan; the Non-executive Directors of the Company are Mr. Cheung Tze Man Edward and Ms. Lee Ka Yee; the Independent Non-executive Directors of the Company are Mr. Tsui Chi Him Steve, Mr. Ho Tak Kay, Mr. Hui Chi Kuen Thomas, Ms. Tsang Wing Yee and Ms. Hong Ting.*