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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)**

## **UPDATE ANNOUNCEMENT PURSUANT TO RULES 13.51B(2) AND 13.51(2)(U) OF THE LISTING RULES RESIGNATION OF HONORARY CHAIRMAN AND NON-EXECUTIVE DIRECTOR**

Reference is made to the announcement of New Concepts Holdings Limited (the “**Company**”) dated 26 February 2024 in relation to the Proceedings brought by the SFC against Mr. Sui, the Honorary Chairman and a non-executive Director of the Company. Capitalised terms used in this announcement shall have the same meanings as those defined in the said announcement unless otherwise stated.

### **UPDATE ON THE PROCEEDINGS AGAINST MR. SUI**

Up to now, the Company only possesses limited information in relation to the Proceedings from the Press Release. Based on the limited information available, the Board believes that the Proceedings does not or will not have any material impact on the business and operations of the Group.

The Company will closely monitor the development of the Proceedings and will keep its shareholders and potential investors informed when and if further information in relation to the Proceedings becomes available to the Company and such information is related to the Group.

## **RESIGNATION OF HONORARY CHAIRMAN AND NON-EXECUTIVE DIRECTOR**

Mr. Sui has resigned as Honorary Chairman and non-executive Director with effect from 28 February 2024 to devote more time to focus on his personal and other business commitments. Following his resignation, Mr. Sui will no longer hold any position in the Company.

Mr. Sui has confirmed that he has no disagreement with the Board and there is no other matter relating to his resignation that needs to be brought to the attention of the holders of securities of the Company and the Stock Exchange.

The Board would like to take this opportunity to express its gratitude to Mr. Sui for his contribution to the Company during his tenure of office.

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

Hong Kong, 29 February 2024

*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. Lin Jiakuang and Dr. Ge Xiaolin; and the independent non-executive Directors are Ms. Du Yun, Mr. Lo Chun Chiu, Adrian, Dr. Tong Ka Lok and Mr. Choy Wai Shek, Raymond, MH, JP.*