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AV CONCEPT HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 595)

RESIGNATION OF CHIEF EXECUTIVE OFFICER AND APPOINTMENT OF EXECUTIVE DIRECTOR AND CHIEF EXECUTIVE OFFICER

The Board hereby announces that, with effect from 1 April 2026:

- (1) Dr. So Yuk Kwan has resigned as the CEO; and
- (2) Mr. So Chi On has been appointed as an executive Director and the CEO.

RESIGNATION OF CHIEF EXECUTIVE OFFICER

The board (the “**Board**”) of directors (the “**Directors**”, each, a “**Director**”) of AV Concept Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) hereby announces that Dr. So Yuk Kwan (“**Dr. So**”) has resigned as the chief executive officer of the Company (the “**CEO**”) with effect from 1 April 2026 due to his personal work arrangements which require more of his time. Following the aforesaid resignation, Dr. So will remain as the chairman of the Board and an executive Director.

Dr. So has confirmed that he has no disagreement with the Company and the Board, and that there are no other matters relating to his resignation that need to be brought to the attention of the shareholders of the Company.

The Board would like to express its gratitude to Dr. So for his contribution to the Company during his tenure of office as the CEO.

APPOINTMENT OF EXECUTIVE DIRECTOR AND CHIEF EXECUTIVE OFFICER

Following the resignation of Dr. So as the CEO, the Board is pleased to announce that Mr. So Chi On (“**Mr. So**”) has been appointed as an executive Director and the CEO with effect from 1 April 2026.

Biographical details of Mr. So are set out as follows:

Mr. So, aged 48, is the CEO and executive Director. Mr. So is responsible for the overall corporate strategies and operation of the Group. Mr. So joined the Group in 1999 and was an executive Director from March 2001 to December 2017. From 2018 to the present, he has been the director of the Group’s joint venture, AVP Electronics Limited, and has overseen the business and development of the joint venture. Mr. So has over 26 years of experience in corporate and financial management. Mr. So holds a Bachelor Degree of Business Administration from the University of Wisconsin Madison. Presently, he is the member of the Executive Committee of the Hong Kong Electronic Industries Association Limited. Mr. So is the son of Dr. So (an executive Director) and the brother of Mr. So Kevin Chi Heng and Mr. So Chi Sun Sunny (executive Directors).

Save as disclosed above, as at the date of this announcement, Mr. So (i) does not hold any other major appointment and professional qualification or directorships in any public companies the securities of which are listed on any securities market in Hong Kong or overseas in the last three years; and (ii) does not have any relationship with any Director, senior management, substantial or controlling shareholders (having the meaning ascribed to them in the Listing Rules) of the Company; and (iii) does not hold any position with the Company or other members of the Group.

As at the date of this announcement, Mr. So is beneficially interested in 1,200,000 shares of the Company, representing approximately 0.13% of the total number of the issued shares of the Company. Save as disclosed above, Mr. So does not have any interest in or is deemed to be interested in any shares or underlying shares of the Company or its associated corporations within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Mr. So has entered into an appointment letter with the Company for a fixed term of three years with effect from 1 April 2026, subject to retirement by rotation and re-election at general meetings of the Company pursuant to the articles of association of the Company. Mr. So is not entitled to any additional remuneration for holding his office as an executive Director in addition to his current remuneration or salary payable under his existing employment contract with the Group. Under such existing employment contract, Mr. So is entitled to a monthly salary of HK\$300,000 which was determined with reference to his duties and responsibilities to the Group.

Save as disclosed above, there is no further information to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Listing Rules and there are no other matters relating to Mr. So's appointment that need to be brought to the attention of the shareholders of the Company.

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

By Order of the Board of
AV CONCEPT HOLDINGS LIMITED
So Yuk Kwan
Chairman

Hong Kong, 1 April 2026

As at the date of this announcement, the Board comprises four executive Directors, Dr. So Yuk Kwan (Chairman), Mr. So Chi On, Mr. So Kevin Chi Heng and Mr. So Chi Sun Sunny and three independent non-executive Directors, Dr. Lui Ming Wah, PhD, SBS, JP, Mr. Lai Yat Hung Edmund and Ms. Au-Yeung Kit Ping.