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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)

DISCLOSEABLE TRANSACTION IN RELATION TO THE ACQUISITION OF A 12% EQUITY INTEREST IN THE TARGET COMPANY TERMINATION OF THE EQUITY TRANSFER AGREEMENT

Reference is made to the announcement of New Concepts Holdings Limited (the “**Company**“, together with its subsidiaries, the “**Group**”) dated 26 November 2025 (the “**Announcement**”) in relation to the discloseable transaction contemplated under the Equity Transfer Agreement. Unless otherwise defined herein, capitalised terms used in this announcement shall bear the same meanings as those ascribed to them in the Announcement.

The board of directors of the Company (the “**Board**”) wishes to announce that, as the conditions precedent to the payment of the Consideration under the Equity Transfer Agreement were not fulfilled within the period stipulated therein, the Purchaser, the Vendor, Xiamen C&D and the Target Company (collectively, the “**Parties**”, and each a “**Party**”) have mutually agreed to terminate the Equity Transfer Agreement. Accordingly, the Parties entered into a termination agreement on 24 August 2026 (the “**Termination**”), pursuant to which the Equity Transfer Agreement was terminated with effect from that date.

Upon the Termination taking effect, all rights and obligations of the Parties under the Equity Transfer Agreement shall cease and be discharged in their entirety, and none of the Party shall have any claim whatsoever against any other Party in respect of, or arising out of, the Equity Transfer Agreement.

The Board considers that the Termination will not have any material adverse effect on the business operations and/or financial position of the Group.

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

Hong Kong, 24 August 2026

As at the date of this announcement, the executive Directors are Mr. Zhu Yongjun and Mr. Pan Yimin; 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.