易生活控股有限公司
Elife Holdings Limited

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 223)

(1) APPOINTMENT OF CHAIRMAN; AND (2) APPOINTMENT OF CHIEF EXECUTIVE OFFICER AND CESSATION AS ACTING CHAIRMAN

The Board is pleased to announce that with effect from 26 August 2026:

(1) Mr. Feng Zhibin, an executive Director, has been appointed as the Chairman; and

(2) Mr. Zhao Zhenzhong, an executive Director, the Vice Chairman, the Acting Chairman and a member of the Nomination Committee, has been appointed as the Chief Executive Officer, and ceased to act as the Acting Chairman.

APPOINTMENT OF CHAIRMAN

The board (the "**Board**") of directors (the "**Director(s)**") of Elife Holdings Limited (the "**Company**", together with its subsidiaries, the "**Group**") is pleased to announce that Mr. Feng Zhibin ("**Mr. Feng**"), an executive Director, has been appointed as the chairman of the Board (the "**Chairman**") with effect from 26 August 2026.

The biographical details of Mr. Feng are as follows:

Mr. Feng Zhibin (馮志彬)

Mr. Feng, aged 30, was appointed as an executive Director with effect from 18 June 2026. He has experience in wealth management and supply chain trading and investment. From 2019 to 2021, Mr. Feng worked at Luso International Banking Limited, where he served as a customer wealth management services manager and was responsible for the development and on boarding of high-net-worth clients. In 2021, Mr. Feng founded Supply Chain Trading Investment Company* (供應鏈貿易投資公司) in Macau, a company principally engaged in the import and export of international chemical products, and has since served as its president. He is responsible for overseeing the overall operations of the company and has established an international procurement network spanning Japan, India and Taiwan. He has secured access to core supply chain resources with proprietary formulation advantages and has strengthened the company's operational resilience through the implementation of lean end-to-end operational management and cross-border logistics coordination. Mr. Feng has also expanded business operations in the Guangdong-Macao In-Depth Cooperation Zone in Hengqin, focusing on providing customised product solutions and one-stop supply chain management services to large domestic enterprises.

Mr. Feng graduated with a bachelor's degree in management from the University of New South Wales, Australia in 2018.

Mr. Feng entered into a service contract with the Company for an initial term of three years subject to retirement by rotation at annual general meetings in accordance with the articles of association of the Company. Mr. Feng is entitled to a fixed director's fee of HK$25,000 per month, which was determined based on his duties, responsibilities and the prevailing market conditions.

Save as disclosed above, Mr. Feng (i) has not held any directorship in the last three years preceding the date of this announcement in any other public companies the securities of which are listed on any securities market in Hong Kong or overseas; (ii) does not hold any other position with the Company or any other members of the Group; and (iii) has no other major appointments and professional qualifications.

As at the date of this announcement, Mr. Feng 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 "**SFO**"). Mr. Feng does not have any relationship with any Directors, senior management, substantial shareholders or controlling shareholders of the Company. Save as disclosed above, Mr. Feng has confirmed there is no other information required to be disclosed pursuant to Rule 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities of the Stock Exchange of Hong Kong Limited (the "**Listing Rules**") and no matter regarding his appointment needs to be brought to the attention of the shareholders of the Company.

APPOINTMENT OF CHIEF EXECUTIVE OFFICER AND CESSATION AS ACTING CHAIRMAN

The Board is pleased to announce that Mr. Zhao Zhenzhong ("**Mr. Zhao**"), an executive Director, the vice chairman of the Board (the "**Vice Chairman**"), the acting chairman of the Board (the "**Acting Chairman**") and a member of the nomination committee of the Company (the "**Nomination Committee**"), has been appointed as the chief executive officer of the Company (the "**Chief Executive Officer**") with effect from 26 August 2026. Upon his appointment as the Chief Executive Officer, Mr. Zhao has ceased to act as the Acting Chairman but will remain as an executive Director and the Vice Chairman with effect from the same date.

Mr. Zhao Zhenzhong (趙振中)

Mr. Zhao, aged 42, was appointed as an executive Director, the Vice Chairman and the Acting Chairman on 12 March 2025. He has more than 16 years of experience in marketing and brand operation in the hospitality industry and IoT smart products, focusing on user-centered brand value assessment and channel construction. He has served as chief customer manager in TCL Commercial Information Technology (Huizhou) Limited Liability Company, a Fortune Global 500 company, from 2009 to 2016, mainly responsible for channel development, channel management and channel operation. From 2016 to 2019, he joined Sichuan Zhongxuan Hi-Tech Co., Ltd. as a managing director. From 2019 to 2023, he joined Chengdu Chengzutong New Retail Technology Co., Ltd. as a managing director. Mr. Zhao obtained his bachelor degree in education from Beijing Normal University in 2007 and his master's degree in business administration from the Swiss Hotel Management School in 2026.

Mr. Zhao entered into a service contract with the Company for an initial term of three years subject to retirement by rotation at annual general meetings in accordance with the articles of association of the Company. Mr. Zhao is entitled to a fixed director's fee of HK$25,000 per month, which was determined based on his duties, responsibilities and the prevailing market conditions.

Save as disclosed above, Mr. Zhao (i) has not held any directorship in the last three years preceding the date of this announcement in any other public companies the securities of which are listed on any securities market in Hong Kong or overseas; (ii) does not hold any other position with the Company or any other members of the Group; and (iii) has no other major appointments and professional qualifications.

As at the date of this announcement, Mr. Zhao was interested in an aggregate of 32,735,000 shares (representing approximately 2.01% of the total number of issued shares) of the Company within the meaning of Part XV of the SFO, comprising (i) 19,560,000 shares held by him; (ii) 975,000 underlying shares in respect of share awards granted to him which are yet to vest; and (iii) 12,200,000 underlying shares in respect of share options granted to him which have vested or are yet to vest. Mr. Zhao does not have any relationship with any Directors, senior management, substantial shareholders or controlling shareholders of the Company. Save as disclosed above, Mr. Zhao has confirmed there is no other information required to be disclosed pursuant to Rule 13.51(2)(h) to (v) of the Listing Rules and no matter regarding his appointment needs to be brought to the attention of the shareholders of the Company.

By Order of the Board
Elife Holdings Limited
Feng Zhibin
Chairman

Hong Kong, 26 August 2026

As at the date of this announcement, the Board comprises Mr. Feng Zhibin (Chairman), Mr. Zhao Zhenzhong (Vice Chairman and Chief Executive Officer), Mr. Zhang Zhilin and Mr. Han Wenli as executive Directors, and Mr. Wu Kwok Choi, Chris as independent non-executive Director.

* *For identification purpose only*