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AV CONCEPT HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 595)

**CESSATION OF CHIEF OPERATION OFFICER
AND
APPOINTMENT OF CHIEF OPERATING OFFICER**

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

- (1) Mr. So Kevin Chi Heng has ceased to act as the chief operation officer of the Company; and
- (2) Mr. Ip Hing Lam has been appointed as the chief operating officer of the Company.

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 with effect from 1 October 2026, Mr. So Kevin Chi Heng (“**Mr. So**”) has ceased to act as the chief operation officer of the Company. Mr. So will remain as an executive Director and continue as the chief executive officer of the Group’s Mainland China and Southeast Asia business unit.

Following the cessation of Mr. So as the chief operation officer of the Company, the Board is pleased to announce that Mr. Ip Hing Lam (“**Mr. Ip**”) has been appointed as the chief operating officer of the Company with effect from 1 October 2026.

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

Mr. Ip, aged 47, currently serves as the chief operating officer of the Company. He previously was a partner at one of the Big Four accounting firms for over 10 years. Mr. Ip holds a Master of Laws degree in Corporate and Financial Law from The University of Hong Kong. Mr. Ip is a member of the Hong Kong Institute of Certified Public Accountants. He has over 25 years of experience in auditing, accounting, corporate finance, and business management.

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

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

Hong Kong, 27 October 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.