Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



(Incorporated in the Cayman Islands with limited liability)
(Stock code: 1415)

ANNOUNCEMENT PURSUANT TO RULE 3.8 OF THE TAKEOVERS CODE

This announcement is made by Cowell e Holdings Inc. (the "Company") pursuant to Rule 3.8 of the Code on Takeovers and Mergers of Hong Kong (the "Takeovers Code"). Reference is made to (i) the share option scheme adopted by the Company on 4 February 2015 (the "Share Option Scheme"), and (ii) the joint announcement of the Company and the Offeror dated 10 December 2020 (the "Joint Announcement") in relation to, among others, the Acquisition and the Offers. Unless otherwise defined, capitalised terms used in this announcement shall have the same meanings as those defined in the Joint Announcement.

UPDATE OF NUMBER OF RELEVANT SECURITIES OF THE COMPANY

The Board wishes to announce that on 24 December 2020, 300,000 new Shares were allotted and issued pursuant to the exercise of 300,000 Options granted under the Share Option Scheme at an exercise price of HK\$3.76 per Share.

As at 24 December 2020, (after the allotment and issuance of the Shares as described above), the Company has a total of (i) 834,218,800 Shares in issue and (ii) 3,850,000 outstanding Options. Save for the aforesaid, the Company has no other relevant securities (as defined under Note 4 to Rule 22 of the Takeovers Code) as at the date of this announcement.

Warning: Shareholders, Optionholders and potential investors are advised to exercise caution when dealing in the securities of the Company. If Shareholders, Optionholders and potential investors are in any doubt as to their position or the action they should take, they should consult their professional advisers.

By Order of the Board Cowell e Holdings Inc. Kwak Jung Young Chairman

Hong Kong, 28 December 2020

As at the date of this announcement, the board of directors of the Company comprises Mr. Kwak Jung Young and Mr. Cho Young Hoon as executive directors; and Mr. Kim Chan Su, Dr. Song Si Young and Mr. Jung Jong Chae as independent non-executive directors.

The directors of the Company jointly and severally accept full responsibility for the accuracy of the information contained in this announcement, and confirm, having made all reasonable inquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statements in this announcement misleading.