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MS CONCEPT LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8447)

DISCLOSEABLE TRANSACTION IN RELATION TO THE NEW LEASE ARRANGEMENT FOR AN EXISTING PREMISES

THE NEW LEASE ARRANGEMENT

The Board announces that the Group has received a confirmation from Hang Lung Real Estate on 3 February 2021 that the New Lease Arrangement of the Premises was agreed between Meric Investment (a wholly-owned subsidiary of the Company) as tenant, and Hang Lung Real Estate (an Independent Third Party) as landlord, for renewal of the lease in respect of the Premises for a term of two years commencing from 1 February 2021 to 31 January 2023 (both days inclusive).

LISTING RULES IMPLICATIONS

Pursuant to HKFRS 16 *Leases*, the Company if entering into lease transaction as lessee will recognise a right-of-use asset in its consolidated financial statements. Such transaction will be regarded as acquisition of capital asset for the purpose of the GEM Listing Rules.

As one or more than one of the applicable percentage ratios (as defined in the GEM Listing Rules) in respect of the New Lease Arrangement based on the value of the right-of-use asset recognised by the Group is more than 5% but below 25%, the New Lease Arrangement constitutes a discloseable transaction of the Company, and is therefore subject to notification and announcement requirements but exempt from Shareholders' approval requirements pursuant to Chapter 19 of the GEM Listing Rules.

BACKGROUND

The Board announces that the Group has received a confirmation from Hang Lung Real Estate on 3 February 2021 that the New Lease Arrangement of the Premises was agreed between Meric Investment (a wholly-owned subsidiary of the Company) as tenant, and Hang Lung Real Estate (an Independent Third Party) as landlord, for renewal of the lease in respect of the Premises for a term of two years commencing from 1 February 2021 to 31 January 2023 (both days inclusive).

THE NEW LEASE ARRANGEMENT

Details of the principal terms of the New Lease Arrangement are set out below:

Parties	:	(1) Hang Lung Real Estate Agency Limited, an Independent Third Party, as landlord; and (2) Meric Investment Limited, a wholly-owned subsidiary of the Company, as tenant
Premises	:	All those shops C & D, G/F, 5–7 Cleveland Street, Fashion Walk, Causeway Bay, Hong Kong
Term	:	1 February 2021 to 31 January 2023 (both days inclusive)
Total amount payable	:	The aggregate amount payable under the New Lease Arrangement is approximately HK\$6.0 million (inclusive of management charges and licence fees) subject to additional turnover rent representing the amount by which 15% of the monthly gross sales turnover exceeds the monthly basic rent of each calendar month in accordance with the New Lease Arrangement, which will be satisfied by internal resources of the Group.

The rent is determined after arm's length negotiations between Hang Lung Real Estate and Meric Investment after taking into consideration the prevailing market price of comparable premises in the vicinity of the Premises.

THE RIGHT-OF-USE ASSET

The value of the right-of-use asset recognised by the Company under the New Lease Arrangement amounted to approximately HK\$4.9 million, which is calculated with reference to the present value of the aggregated lease payments to be made under the New Lease Arrangement in accordance with HKFRS 16 Leases.

Since the turnover rent under the New Lease Arrangement can only be reliably estimated according to the gross sales turnover generated from the operation of the Restaurant, such amount constitutes variable lease payments and were not included in the measurement of the lease liability at initial recognition under HKFRS 16 *Leases*. Therefore, no right-of-use asset related to the turnover rent is recognised, and the turnover rent will be charged to the profit or loss of the Group in accordance with HKFRS 16 *Leases*.

REASON FOR AND THE BENEFITS OF ENTERING THE NEW LEASE ARRANGEMENT

The Group is principally engaged in the provision of catering services in Hong Kong.

The Group leased the Premises under the lease agreement for the operation of its Restaurant under the brand “Bistro Bloom/Marbling”, which expired on 31 January 2021. In evaluating the renewal of the lease of the Premises, the Directors consider that (i) the Restaurant has been operated in the Premises for over eleven years; (ii) the monthly rental per square feet of gross floor area of the Premises is fair and reasonable; and (iii) the entering of New Lease Arrangement will enable the Group to continue its operation of the Restaurant at the Premises.

The Directors, including the independent non-executive Directors, considered that the transactions contemplated under the New Lease Arrangement was entered into in the ordinary and usual course of business of the Group, and the New Lease Arrangement was entered into on normal commercial terms after arm’s length negotiations between the parties, and the terms of the transactions contemplated under the New Lease Arrangement were fair and reasonable and in the interests of the Company and the Shareholders as a whole.

INFORMATION OF THE PARTIES

Information on the Group and Meric Investment

The Group is principally engaged in the provision of catering services in Hong Kong.

Meric Investment is a company incorporated in Hong Kong with limited liability on 29 March 2000 and is a wholly-owned subsidiary of the Company. Meric Investment is principally engaged in the business of providing catering services.

Information on Hang Lung Real Estate

Hang Lung Real Estate is a company incorporated in Hong Kong with limited liability on 19 December 1989.

To the best knowledge, information and belief of the Directors having made all reasonable enquiries and the publicly available information, (i) Hang Lung Real Estate is a wholly-owned subsidiary of Hang Lung Group and is principally engaged in property agencies; and (ii) each of Hang Lung Real Estate, Hang Lung Group and the ultimate beneficial owners of Hang Lung Real Estate and Hang Lung Group are Independent Third Parties.

LISTING RULES IMPLICATION

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As one or more than one of the applicable percentage ratios (as defined in the GEM Listing Rules) in respect of the New Lease Arrangement is more than 5% but below 25%, the New Lease Arrangement constitutes a discloseable transaction for the Company, and is therefore subject to the notification and announcement requirements but exempt from Shareholders’ approval requirements pursuant to Chapter 19 of the GEM Listing Rules.

DEFINITIONS

In this announcement, unless the context otherwise requires, the following expressions shall have the following meaning:

“Board”	the Board of Directors of the Company
“Director(s)”	director(s) of the Company
“GEM”	GEM of the Stock Exchange
“GEM Listing Rules”	Rules governing the Listing of Securities on GEM, as amended, modified, and supplemented from time to time
“Group”	the Company and its subsidiaries
“Hang Lung Real Estate”	Hang Lung Real Estate Agency Limited, a company which was incorporated in Hong Kong with limited liability on 19 December 1989
“Hang Lung Group”	Hang Lung Group Limited, a company which was incorporated in Hong Kong with limited liability on 13 September 1960 and is listed on the Main Board of the Stock Exchange (stock code: 10)
“HKFRS(s)”	Hong Kong Financial Reporting Standard(s) issued by the Hong Kong Institute of Certified Public Accountants
“Hong Kong”	the Hong Kong Special Administrative Region of the People’s Republic of China
“Independent Third Party(ies)”	any person(s) or company(ies) and their respective ultimate beneficial owner(s), to the best of the Directors’ knowledge, information and belief having made all reasonable enquiries, is/are not connected persons of the Company and is/are third party(ies) independent of the Company and its connected person(s) in accordance with the GEM Listing Rules
“Meric Investment”	Meric Investment Limited (明力投資有限公司), a limited liability company incorporated in Hong Kong on 29 March 2000 and being a wholly-owned subsidiary of the Company
“New Lease Arrangement”	Agreement for renewal of the lease in respect of the Premises for a term of two years from 1 February 2021 to 31 January 2023 (both days inclusive) between Hang Lung Real Estate and Meric Investment confirmed on 3 February 2021
“Premises”	All those shops C & D, G/F, 5–7 Cleveland Street, Fashion Walk, Causeway Bay, Hong Kong

“Restaurant”	the restaurant operated by the Group at the Premises under the brand “Bistro Bloom/Marbling”
“Shares”	ordinary share(s) with a nominal value of HK\$0.01 each in the share capital of the Company
“Shareholder(s)”	holder(s) of the Share(s)
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“HK\$” or cents	Hong Kong dollars and cents respectively, the lawful currency of Hong Kong
“%”	per cent

By Order of the Board
MS Concept Limited
Kwong Tai Wah
Chairman and Executive Director

Hong Kong, 10 February 2021

As at the date of this announcement, the Directors of the Company are:

Executive Directors:

Mr. Kwong Tai Wah (*Chairman and Chief Executive Officer*)

Ms. Kwong Man Yui (*Vice Chairlady*)

Mr. Lam On Fai

Independent Non-executive Directors:

Mr. Lai Ming Fai Desmond

Dr. Cheng Lee Lung

Mr. Kwok Yiu Chung

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief, the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the “Latest Listed Company Information” page of the GEM website (www.hkgem.com) for at least seven days from the date of its publication. This announcement will also be published on the website of the Company (www.mrsteak.com.hk).

In the case of inconsistency, the English text of this announcement shall prevail over the Chinese text.