

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.

SIMPLICITY HOLDING LIMITED

倩碧控股有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8367)

GRANT OF SHARE OPTIONS

This announcement is made by Simplicity Holding Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 23.06A of the Rules Governing the Listing of Securities on GEM (the “**GEM Listing Rules**”) of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

THE GRANT OF SHARE OPTIONS

The board (the “**Board**”) of directors of Company (the “**Director**”) hereby announces that on 27 September 2022 (the “**Date of Grant**”), the Company has granted a total of 62,400,000 share options (the “**Share Options**”) to 7 eligible participants of the Company (the “**Grantees**”) pursuant to the share option scheme of the Company (the “**Share Option Scheme**”) adopted by the Company on 29 January 2018 to subscribe for an aggregate of 62,400,000 new ordinary shares of HK\$0.01 each (the “**Share(s)**”) of the Company, subject to the acceptance of the Share Options by the Grantees.

* *For identification purposes only*

The purposes of the grant of the Options are to retain and motivate the Grantees to strive for future development and expansion of the Group, give incentive to encourage the Grantees to perform their best in achieving the goals of the Company and to allow the Grantees to enjoy the results of the Group attained through their efforts and contributions.

Details of the Share Options are set out as follows:

Date of Grant	27 September 2022
Number of Share Options granted	62,400,000 Share Options (each Share Option shall entitle the Grantee to subscribe for one Share)
Exercise price of the Share Option granted	HK\$0.110 per Share, representing the highest of (i) the closing price of HK\$0.103 per Share as stated in the Stock Exchange's daily quotation sheet on the Date of Grant; (ii) the average closing price of HK\$0.109 per Share as stated in the Stock Exchange's daily quotation sheet for the five business days immediately preceding the Date of Grant; and (iii) the nominal value of HK\$0.01 per Share
Consideration for the grant of the Share Options	HK\$1.00 to be paid by the Grantee upon acceptance of the Share Options granted
Validity period of the Share Options	Ten (10) years from the Date of Grant being 27 September 2022 to 26 September 2032
Vesting date of the Share Options	27 September 2022

Among the Share Options, 9,600,000 Share Options were granted to the following Director:

Name of Director	Position held with the Company	Number of Share Options
Mr. Choi Pun Lap	Executive Director	9,600,000

The independent non-executive Directors have approved the grant of the Share Options to the above Executive Director in accordance with rule 23.04(1) of the GEM Listing Rules.

Save as disclosed above, none of the Grantee is a Director, chief executive or substantial shareholder of the Company, or any of their respective associates (as defined under the GEM Listing Rules).

None of the Grantees will, because of the grant of Share Options, be entitled to be issued with such number of Shares representing over 1% of the Shares in issue upon exercise of all Share Options granted to him/her in the 12-month period up to and including the Date of Grant.

By order of the Board
Simplicity Holding Limited
Wong Suet Hing
Chairman and Executive Director

Hong Kong, 27 September 2022

As at the date of this announcement, the Board comprises Ms. Wong Suet Hing, Ms. Wong Sau Ting Peony and Mr. Choi Pun Lap as executive Directors; and Mr. Yeung Man Sun, Mr. Lo Cheuk Fei Jeffrey and Mr. Wong Hoyen Pegasus as independent non-executive Directors.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited 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 website of The Stock Exchange of Hong Kong Limited at www.hkexnews.hk on the “Latest Listed Company Information” page for at least 7 days from the date of its posting and will be published on the Company’s website at www.simplicityholding.com.