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Grown Up Group Investment Holdings Limited

植華集團投資控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock code: 1842)

VOLUNTARY ANNOUNCEMENT BUSINESS UPDATE

This announcement is made by Grown Up Group Investment Holdings Limited (“**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to provide the shareholders and potential investors of the Company with the latest business developments regarding the Group.

BUSINESS UPDATE

As previously announced, the Group is participating in an NFT-themed project (the “**Project**”) to develop an NFT theme park (the “**Theme Park**”) for the promotion of tourism in Cheung Chau. The Group would like to provide an update of the Project. The venue of the Theme Park is currently under construction and will be available for use by phases. In May 2023, there will be a music event to be held at the Theme Park for the promotion of a bank’s financial product. In the second half of 2023, other cultural and educational events will be held with NFT elements incorporated.

The Group is principally engaged in designing, developing, sourcing, manufacturing and selling a full range of bags, luggage and accessories. It is expected that the above events will draw tourists to visit the Theme Park and the Group’s participation in the Project will boost the Group’s brand awareness among the public which can synergise with the Group’s tourism-related manufacturing business and drive sales in the long term.

By order of the Board
Grown Up Group Investment Holdings Limited
Thomas Berg
Chairman and executive Director

Hong Kong, 15 May 2023

As of the date of this announcement, the executive Directors are Mr. Thomas Berg, Mr. Morten Rosholm Henriksen, Mr. Cheng Wai Man and Ms. Shut Ya Lai; the non-executive Director is Mr. Fung Bing Ngon Johnny; and the independent non-executive Directors are Mr. Tsang Hing Suen, Mr. Wong Kai Hing and Mr. Chan Ting Leuk Arthur.