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ALLUREFEM HOLDING LIMITED

泖人壹方控股有限公司

(formerly known as Tong Kee (Holding) Limited 棠記(控股)有限公司)

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8305)

CHANGE OF COMPANY NAME; AND CHANGE OF STOCK SHORT NAME

CHANGE OF COMPANY NAME

The Board is pleased to announce that the Certificate of Incorporation on Change of Name was issued by the Registrar of Companies in the Cayman Islands certifying the change of English name of the Company from “Tong Kee (Holding) Limited” to “Allurefem Holding Limited” and the change of the dual foreign name in Chinese of the Company from “棠記(控股)有限公司” to “泖人壹方控股有限公司”, on 11 August 2023. The Certificate of Registration of Alteration of Name of Registered Non-Hong Kong Company was issued by the Registrar of Companies in Hong Kong on 26 September 2023 confirming the registration of the new English name “Allurefem Holding Limited” and the new Chinese name “泖人壹方控股有限公司” in Hong Kong under Part 16 of the Companies Ordinance (Chapter 622 of the Laws of Hong Kong).

CHANGE OF STOCK SHORT NAME

Following the Change of Company Name becoming effective, the English and Chinese stock short names for trading in the Shares on the Stock Exchange will be changed from “TONG KEE HLDG” and “棠記控股” to “ALLUREFEM HLDG” and “泖人壹方控股”, with effect from 9:00 a.m. on 6 October 2023. The stock code of the Company remains as 8305.

EFFECT OF THE CHANGE OF COMPANY NAME

The Change of Company Name will not affect any rights of the Shareholders. All existing share certificates of the Company in issue bearing the former English and Chinese names of the Company will continue to be effective and as documents of title to the Shares and will continue to be valid for trading, settlement, registration and delivery purposes.

References are made to (i) the announcement of Allurefem Holding Limited (formerly known as Tong Kee (Holding) Limited) (the “**Company**”) dated 9 June 2023; (ii) the circular (the “**Circular**”) of the Company dated 18 July 2023 in relation to, among other things, the Change of Company Name; and (iii) the announcement of the Company dated 4 August 2023 in relation to the poll results of the extraordinary general meeting (the “**EGM**”) of the Company held on 4 August 2023. Unless the context otherwise requires, capitalised terms used herein shall have the same meanings as those defined in the Circular.

CHANGE OF COMPANY NAME

Pursuant to the approval of the Change of Company Name by the Shareholders at the EGM on 4 August 2023, the Board is pleased to announce that the Certificate of Incorporation on Change of Name was issued by the Registrar of Companies in the Cayman Islands certifying the change of English name of the Company from “Tong Kee (Holding) Limited” to “Allurefem Holding Limited” and the change of the dual foreign name in Chinese of the Company from “棠記(控股)有限公司” to “湑人壹方控股有限公司”, on 11 August 2023. The Certificate of Registration of Alteration of Name of Registered Non-Hong Kong Company was issued by the Registrar of Companies in Hong Kong on 26 September 2023 confirming the registration of the new English name “Allurefem Holding Limited” and the new Chinese name “湑人壹方控股有限公司” in Hong Kong under Part 16 of the Companies Ordinance (Chapter 622 of the Laws of Hong Kong).

CHANGE OF STOCK SHORT NAME

Following the Change of Company Name becoming effective, the English and Chinese stock short names for trading in the Shares on the Stock Exchange will be changed from “TONG KEE HLDG” and “棠記控股” to “ALLUREFEM HLDG” and “湑人壹方控股”, with effect from 9:00 a.m. on 6 October 2023. The stock code of the Company remains as 8305.

EFFECT OF THE CHANGE OF COMPANY NAME

The Change of Company Name will not affect any rights of the Shareholders or the daily business operation and/or its financial position of the Company.

All existing share certificates in issue bearing the former English and Chinese names of the Company of “Tong Kee (Holding) Limited 棠記(控股)有限公司” will continue to be evidence of entitlement to such securities and the existing share certificates will continue to be effective and as documents of title to the Shares and will continue to be valid for trading, settlement, registration and delivery purposes. There will not be any arrangement

for free exchange of the existing share certificates of the Company for new share certificates bearing the new English name and the new dual foreign name in Chinese. New certificates of securities will be issued only in the new English name and the new dual foreign name in Chinese.

By order of the Board
Allurefem Holding Limited
Heung Chung Sum
Chairman, Chief Executive Officer and Executive Director

Hong Kong, 29 September 2023

As at the date of this announcement, the executive Directors are Mr. Heung Chung Sum and Mr. Chan Wai Hon Alan; the non-executive Directors are Ms. Heung Joe Yee and Ms. Heung Joe Tung; and the independent non-executive Directors are Dr. Ip Wai Hung, Mr. Ko, Wilson Wai Shun and Mr. Chan Chi Hang.

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 enquires, 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 website of the Stock Exchange at www.hkexnews.hk for at least 7 days from the date of its publication and be posted on the website of the Company at www.tongkee.com.hk.