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NEW CONCEPTS HOLDINGS LIMITED

創業集團（控股）有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2221)

ANNOUNCEMENT PURSUANT TO RULES 13.51B(2) AND 13.51(2)(U) OF THE LISTING RULES

This announcement is made by New Concepts Holdings Limited (the “**Company**”) pursuant to Rule 13.51B(2) and 13.51(2)(u) of the Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

The board (the “**Board**”) of directors (the “**Director(s)**”) of the Company noted that on 26 February 2024, the Securities and Futures Commission (the “**SFC**”) issued a press release (the “**Press Release**”) in relation to, among others, the SFC has commenced proceedings (the “**Proceedings**”) in the Court of First Instance against Mr. Sui Guangyi (“**Mr. Sui**”), the Honorary Chairman of the Company and a non-executive Director, for allegedly manipulating the shares of Ding Yi Feng Holdings Group International Limited (a limited company incorporated in the Cayman Islands whose shares are listed on the Stock Exchange (stock code: 612)) between 1 March 2018 and 14 September 2018. For details, please refer to the Press Release published by the SFC on its website.

The Board is currently in the course of reviewing the Press Release and will assess Mr. Sui’s suitability as a Director of the Company.

Save as disclosed above, there is no other information in relation to Mr. Sui that shall be disclosed pursuant to Rules 13.51(2)(h) to (v) of the Listing Rules, nor is there any other matter that shall be brought to the attention of the shareholders of the Company and the Stock Exchange in relation to the directorship of Mr. Sui.

The Company will make further announcement(s) in relation to the above matter as and when appropriate in accordance with the Listing Rules.

By Order of the Board
New Concepts Holdings Limited
Zhu Yongjun
Chairman and Executive Director

Hong Kong, 26 February 2024

As at the date of this announcement, the executive Directors are Mr. Zhu Yongjun, Mr. Pan Yimin and Mr. Lee Tsi Fun Nicholas; the non-executive Directors are Mr. Sui Guangyi, Mr. Lin Jiakuang and Dr. Ge Xiaolin; and the independent non-executive Directors are Ms. Du Yun, Mr. Lo Chun Chiu, Adrian, Dr. Tong Ka Lok and Mr. Choy Wai Shek, Raymond, MH, JP.