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## **ALLUREFEM HOLDING LIMITED**

浚人壹方控股有限公司

*(Incorporated in the Cayman Islands with limited liability)*

(Stock Code: 8305)

### **VOLUNTARY ANNOUNCEMENT - BUSINESS UPDATE AND APPOINTMENT OF CHIEF EXECUTIVE OFFICER**

The board of directors (the “**Directors**” and the “**Board**”, respectively) of Allurefem Holding Limited (the “**Company**”), together with its subsidiaries, the “**Group**”) on a voluntary basis to update the shareholders (the “**Shareholders**”) and potential investors of the Company on the recent development of the Group.

#### **DEVELOPMENT OF GREATER BAY AREA BUSINESS**

The Board of the Company would like to inform the Shareholders and potential investors of the Company that the Company is currently exploring business development opportunities in Greater Bay Area and appointed Mr. Shen Peng (“**Mr. Shen**”) as Chief Executive Officer (“**CEO**”) of the Group as a step stone to explore the business opportunities in the Greater Bay Area.

Greater Bay Area is a national initiative highlighted in the PRC’s long-term strategic development plan which has attracted top PRC and overseas corporations and fast-growing companies to conduct business in the region. The Board considers that there are relatively more business opportunities arising from the policies implemented by the government of the PRC in the Greater Bay Area. Leveraging on the Group’s background in the construction industry and the Directors’ business network in Hong Kong, the Group appointed Mr. Shen as an initial step to explore business opportunities upstream and downstream in the Greater Bay Area with Shenzhen as the focus.

The development of business in Greater Bay Area enables the Group with the ability to

enhance and develop its existing business and extend its business presence out of Hong Kong to the Greater Bay Area. Accordingly, the Board is of the view that the development of business in Greater Bay Area is beneficial to the Company and in the interest of the Group and Shareholders as it has the potential to make future contribution to the Group.

## **APPOINTMENT OF CEO**

To cope with the business development, the Company has recruited Mr. Shen as the CEO to in charge of Greater China region business. Mr. Shen is experienced in the field of financing, marketing strategies and investments in the PRC. Mr. Shen will be primarily responsible for the overall management and market development of the Group in the Greater China region. With the joining of Mr. Shen, the Board believes that the Company will gain more business network and development in the Greater China.

This voluntary announcement is intended to enable the Company's shareholders and investors to understand the latest business update of the Group. Further announcement regarding the latest business development of the Company in Greater Bay Area will be made as and when appropriate.

By order of the Board  
**Allurefem Holding Limited**  
**Heung Chung Sum**  
*Chairman*

Hong Kong, 10 September 2024

*As at the date of this announcement, the executive Directors is Mr. Heung Chung Sum; the non-executive Directors are Ms. Heung Joe Yee; 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.*

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