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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)**

### **VOLUNTARY ANNOUNCEMENT INCREASE IN SHAREHOLDING BY THE CHAIRMAN AND SUBSTANTIAL SHAREHOLDER**

This is a voluntary announcement (the “**Announcement**”) made by New Concepts Holdings Limited (the “**Company**”) to update its shareholders and potential investors in relation to the increase in shareholdings of Mr. Zhu Yongjun (“**Mr. Zhu**”), who is the chairman of the board of directors (the “**Director(s)**”), an executive Director and an indirect substantial shareholder of the Company.

The Company was informed by Mr. Zhu that from 18 to 20 February 2019, Mr. Zhu and his spouse purchased an aggregate of 976,000 ordinary shares of the Company (the “**Share(s)**”) on the market, representing approximately 0.17% of the entire issued share capital of the Company as at the date of the Announcement (the “**Acquisition of Shares**”).

Following the Acquisition of Shares, Mr. Zhu is interested in a total of 79,418,000 Shares, representing approximately 13.86% of the entire issued share capital of the Company.

By Order of the Board  
**New Concepts Holdings Limited**  
**Cai Jianwen**  
*Executive Director*

Hong Kong, 20 February 2019

*As at the date of this announcement, the executive Directors are Mr. Zhu Yongjun, Ms. Qin Shulan, Mr. Cai Jianwen and Mr. Lee Tsi Fun Nicholas; the non-executive Director is Dr. Zhang Lihui; and the independent non-executive Directors are Mr. Lo Chun Chiu, Adrian, Dr. Tong Ka Lok and Mr. Choy Wai Shek, Raymond, MH, JP.*