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
STRATEGIC COOPERATION AGREEMENT

This announcement is made by New Concepts Holdings Limited (the "**Company**", together with its subsidiaries, the "**Group**") on a voluntary basis for the purpose of keeping the shareholders (the "**Shareholders**") and potential investors of the Company informed of the latest business development of the Group.

STRATEGIC COOPERATION AGREEMENT

The board (the "**Board**") of directors (the "**Director(s)**") of the Company is pleased to announce that, on 11 November 2025 (after trading hours of The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**")), the Company entered into a strategic cooperation agreement (the "**Strategic Cooperation Agreement**") with Jingdong Technology Information Technology Company Limited (京東科技信息技術有限公司) ("**JD Technology**") in relation to a potential business cooperation (the "**Strategic Cooperation**") in developing and promoting smart kitchen waste treatment equipment (the "**Food Waste Project**").

Pursuant to the Strategic Cooperation Agreement, the parties intend to establish a comprehensive strategic partnership to cooperate in the Food Waste Project, in particular, JD Technology will be mainly responsible for marketing and brand promoting with the use of big data and the application of artificial intelligence, whereas the Company will be mainly responsible for providing equipment management services and the collection and sale of used cooking oil. JD Technology will also provide funding to the Company to satisfy the capital needs for the operation of the Food Waste Project.

INFORMATION ON JD TECHNOLOGY

JD Technology is a company established in the People's Republic of China (the "**PRC**") with limited liability which is principally engaged in the provision of full value-chain technology products and solutions services for enterprises, financial institutions, and governmental departments. As at the date of this announcement, JD Technology is a subsidiary of 宿遷瀚宇科技有限公司 (Suqian Hanyu Technology Company Limited#), which is owned as to 45% by 繆欽, as to 30% by 李婭雲 and as to 25% by 張雰, each being a senior management of JD.com, Inc. (京東集團股份有限公司) ("**JD Group**"), being a company incorporated in the Cayman Islands with limited liability, the issued shares of which are listed on the Main Board of the Stock Exchange (Stock Code: 9618) and NASDAQ (trading symbol: JD). As such, JD Technology is a related company of JD Group.

To the best of the Directors' knowledge, information and belief, having made all reasonable enquiries, JD Technology and its ultimate beneficial owner are third parties independent of the Company and its connected persons (as defined under the Rules Governing the Listing of Securities on the Stock Exchange).

REASONS FOR AND BENEFITS OF ENTERING INTO THE STRATEGIC COOPERATION AGREEMENT

The Group is principally engaged in (i) the provision of foundation works, civil engineering contractual service and general building works in Hong Kong; and (ii) environmental protection projects including kitchen waste treatment related business, development and management of environmental protection industrial park and new energy materials in the PRC and Hong Kong.

As disclosed in the annual report of the Company for the year ended 31 March 2025, the Group will further expand its environmental protection business (food waste treatment). Leveraging the JD Technology's expertise in information technology and its financial support, it is expected that the Strategic Collaboration would lead to a faster market penetration of smart kitchen waste treatment equipment, and the Food Waste Project could optimise the processing efficiency and resource utilisation rate of organic waste, thereby creating a synergy to develop and expand the environmental protection business of the Group.

Accordingly, the Board considers that the entering into of the Strategic Cooperation Agreement is in the interests of the Company and the Shareholders as a whole.

\# *the English translation of Chinese names or words in this announcement, where indicated, is included for information purpose only, and should not be regarded as the official English translation of such Chinese names or words.*

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

Hong Kong, 11 November 2025

As at the date of this announcement, the executive Directors are Mr. Zhu Yongjun and Mr. Pan Yimin; 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.