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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)

DATE OF BOARD MEETING

The board (the "**Board**") of directors (the "**Director(s)**") of New Concepts Holdings Limited (the "**Company**") hereby announces that a meeting of the Board will be held on Friday, 27 November 2026 for the purposes of, among others, considering and approving the interim results of the Company and its subsidiaries for the six months ended 30 September 2026 and the recommendation of the payment of interim dividend, if any.

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

Hong Kong, 16 November 2026

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.