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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)

GRANT OF SHARE OPTIONS

The Board announces that, subject to the acceptance by the Grantees, a total of 51,100,000 Options to subscribe for the Shares were granted on 5 March 2019 under the Share Option Scheme.

This announcement is made pursuant to Rule 17.06A 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 “Directors”) of New Concepts Holdings Limited (the “Company”) hereby announces that the Board had resolved to grant 51,100,000 share options (the “Options”) to certain Directors and employees of the Company (the “Grantees”) to subscribe for a total of 51,100,000 ordinary shares of HK\$0.10 each in the share capital of the Company (each a “Share”), subject to the acceptance by the Grantees, under the share option scheme adopted by the Company on 26 August 2014 (the “Share Option Scheme”). Details of the Options granted are set out below:

Date of grant: 5 March 2019 (the “Date of Grant”)

Exercise price of Options granted: HK\$1.65 per Share (representing the highest of (i) the closing price of HK\$1.61 per Share as quoted in the daily quotation sheet of the Stock Exchange on the Date of Grant; (ii) the average closing price of approximately HK\$1.65 per Share as quoted in the Stock Exchange’s daily quotation sheets for the five business days immediately preceding the Date of Grant; and (iii) the nominal value of HK\$0.10 per Share; subject to adjustments)

Number of Options granted:	51,100,000
Validity period of Options:	2 years from the respective vesting dates
Vesting dates of the Options:	30,120,000 Options will vest immediately on the Date of Grant; remaining 20,980,000 Options will vest 1 year after the Date of Grant

Details of the Options granted are set out as follows:

Directors	13,220,000
Other employees (<i>Note 1</i>)	<u>37,880,000</u>
	<u>51,100,000</u>

Details of Options granted to the Directors are as follows:

Name of Directors	Positions held with the Company	Number of Options granted
Mr. Zhu Yongjun (<i>Note 2</i>)	Chairman of the Board and executive Director	500,000
Ms. Qin Shulan	Executive Director	3,740,000
Mr. Cai Jianwen	Executive Director	3,740,000
Mr. Lee Tsi Fun Nicholas	Executive Director	3,740,000
Mr. Lo Chun Chiu, Adrian	Independent non-executive Director	500,000
Mr. Choy Wai Shek, Raymond	Independent non-executive Director	500,000
Dr. Tong Ka Lok	Independent non-executive Director	<u>500,000</u>
		<u>13,220,000</u>

Notes:

1. One of the employees is the brother of Mr. Zhu Yongjun, the chairman of the Board and an executive Director, and he was granted with 500,000 Options.
2. Mr. Zhu Yongjun is the also the ultimate beneficial owner of Jumbo Grand Enterprise Development Limited which is a substantial shareholder of the Company.

Each grant of the Options to the above Directors was approved by the independent non-executive Directors (with each of the independent non-executive Director abstaining from voting in respect of the grant of the Options to himself) pursuant to Rule 17.04(1) of the Listing Rules.

Save as disclosed above, none of the Grantees is a Director, chief executive or substantial shareholder of the Company or any of their respective associates (as defined under the Listing Rules) as at the date of this announcement.

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

Hong Kong, 5 March 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.