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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)

INSIDE INFORMATION EXTENSION OF MEMORANDUM OF UNDERSTANDING IN RELATION TO POSSIBLE ACQUISITION

Reference is made to the Company's announcement dated 22 January 2016 (the "**Announcement**") in relation to, among others, the Possible Acquisition of 51% equity interest in Target Company B contemplated under MOU 2. Unless otherwise defined, capitalised terms used herein shall have the same meanings as those defined in the Announcement.

EXTENSION OF MOU 2

The Board wishes to inform the Shareholders that on 14 April 2016 (after trading hours of the Stock Exchange), the parties to MOU 2 entered into a supplemental memorandum of understanding (the "**Supplemental MOU 2**") to MOU 2, pursuant to which the expiry date of the Relevant Period was extended 90 days from the date of the Supplemental MOU 2 (or such later date as agreed by the parties thereto) as additional time is required to process the due diligence of the Possible Acquisition under MOU 2.

MOU 2 (as supplemented by the Supplemental MOU 2) is not intended to constitute any legally binding obligations between the parties thereto save as to the provisions on due diligence review, exclusivity, confidentiality, cost and expenses and governing law. Further announcement(s) will be made by the Company in accordance with all applicable requirements of the Listing Rules as and when appropriate.

Shareholders and/or investors should note that the Possible Acquisition in relation to MOU 2 (as supplemented by the Supplemental MOU 2) may or may not materialise as no formally binding documentation has been executed between the parties and negotiations are still in progress. Shareholders and/or investors are advised to exercise caution when dealing in the Company's securities.

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

Hong Kong, 14 April 2016

As at the date of this announcement, the executive Directors are Mr. Chu Shu Cheong, Mr. Kwan Man Hay, Mr. So Kin Shing, Mr. Cai Jianwen and Ms. Lai Mun Yee; the non-executive Director is Mr. Lam Kwei Mo; and the three independent non-executive Directors are Mr. Lo Chun Chiu, Adrian, Dr. Tong Ka Lok and Mr. Choy Wai Shek, Raymond, MH, JP.