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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 of the Grantees, 40,000,000 Options to subscribe for the Shares were granted on 24 October 2016 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”, together with its subsidiaries as the “Group”) hereby announces that the Board had resolved to grant share options (the “Options”) to certain Directors, employees and consultant of the Company (the “Grantees”) to subscribe for a total of 40,000,000 ordinary shares of HK\$0.10 each in the share capital of the Company (each a “Share”), subject to acceptance of 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:	24 October 2016 (the “Date of Grant”)
Exercise price of Options granted:	HK\$2.58 per Share (representing the highest of (i) the closing price of HK\$2.58 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\$2.578 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:	40,000,000
Validity period of Options:	3 years from 24 October 2016, being the Date of Grant, to 23 October 2019 (both days inclusive) and exercisable upon acceptance of the grant.

Details of the Options granted are set out as follows:

Directors	19,350,000
Other employees and consultant (<i>Note 1</i>)	<u>20,650,000</u>
	<u><u>40,000,000</u></u>

Details of Options granted to the Directors are as follows:

<u>Name of Directors</u>	<u>Positions held with the Company</u>	<u>Number of Options granted</u>
Mr. Zhu Yongjun (<i>Note 2</i>)	Chairman of the Board and executive Director	480,000
Ms. Qin Shulan	Executive Director	10,170,000
Mr. Cai Jianwen	Executive Director	6,780,000
Mr. Chu Kingston Chun Ho	Non-executive Director	480,000
Mr. Lo Chun Chiu, Adrian	Independent non-executive Director	480,000
Dr. Tong Ka Lok	Independent non-executive Director	480,000
Mr. Choy Wai Shek, Raymond	Independent non-executive Director	<u>480,000</u>
		<u><u>19,350,000</u></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 480,000 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 other 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, 24 October 2016

As at the date of this announcement, the executive Directors are Mr. Zhu Yongjun, Mr. Chu Shu Cheong, Mr. Kwan Man Hay, Ms. Qin Shulan and Mr. Cai Jianwen; the non-executive Directors are Dr. Zhang Lihui and Mr. Chu Kingston Chun Ho; and the independent non-executive Directors are Mr. Lo Chun Chiu, Adrian, Dr. Tong Ka Lok and Mr. Choy Wai Shek, Raymond, MH, JP.