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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)**

## **(1) APPOINTMENT OF NON-EXECUTIVE DIRECTOR AND (2) APPOINTMENT OF HONORARY CHAIRMAN**

### **APPOINTMENT OF NON-EXECUTIVE DIRECTOR**

The board (the “**Board**”) of directors (the “**Directors**”) of New Concepts Holdings Limited (the “**Company**”) announces that Mr. Sui Guangyi (“**Mr. Sui**”) has been appointed as non-executive Director with effect from 15 October 2021.

The biographical details of Mr. Sui are set out below:

Mr. Sui, aged 59, was the non-executive director of China Investment Fund Company Limited (stock code: 612) (formerly known as China Ding Yi Feng Holdings Limited) (“**CIV**”), a company whose shares are listed on the Main Board of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) from September 2015, and the chairman of CIV from October 2015. He resigned from the said positions in CIV in January 2020. Mr. Sui obtained a bachelor’s degree from Yunnan Technology College\* 雲南經濟技術專修學院 in 1990.

Mr. Sui will receive a director’s fee of HK\$20,000 per month, which was determined with reference to his duties and responsibilities, the Company’s remuneration policy, the prevailing market conditions and recommendations of the remuneration committee of the Board. Mr. Sui’s remuneration will be subject to annual review by the remuneration committee of the Board and the Board from time to time with reference to his responsibilities and performance. He has entered into a service contract with the Company with a fixed term of service for 3 years. He shall hold office until the next general meeting of the Company and will be eligible for and subject to re-election at such meeting in accordance with the articles of association of the Company.

Save as disclosed above, Mr. Sui, does not hold any other position in the Company or its subsidiaries nor any directorship in other listed public company in the last 3 years. Mr. Sui, does not have any relationship with any Directors, senior management, substantial or controlling shareholders (as defined under the Listing Rules) of the Company.

Mr. Sui was a director, supervisor, legal representative and/or general manager of the following deregistered or dissolved companies:

	<b>Name of Companies</b>	<b>Place of incorporation</b>	<b>Position</b>	<b>Principal business before dissolution</b>
1.	廣州鼎益豐金融企業服務股份有限公司	The PRC	Legal representative, chairman and general manager	Commodity information consulting services; corporate management services (except for licensed business projects); corporate management consulting services; investment consulting services; investment management services.
2.	瀋陽鼎益豐投資有限公司	The PRC	Legal representative, chairman	Corporate management consulting services, investment management, investment information consulting (except for projects that are prohibited by law and subject to approval but not approved).
3.	深圳市天一生命健康管理有限公司	The PRC	Supervisor	Health care management consulting (excluding medication); sales of health care products, cosmetics, fitness equipment; cultural event planning; exhibition planning; brand promotion; economic information consulting; investment consulting; advertising business.
4.	深圳市玄音生命科學股份有限公司	The PRC	Director	Cultural event planning; exhibition planning; brand promotion, information consulting; investment consulting; engaging in advertising business, import and export business (except for items prohibited by laws and administrative regulations); theatrical performances, education consulting, training consulting, performing arts brokerage, health care management consulting (excluding medication).

	<b>Name of Companies</b>	<b>Place of incorporation</b>	<b>Position</b>	<b>Principal business before dissolution</b>
5.	深圳市鼎益豐企業管理股份有限公司	The PRC	Legal representative, chairman	Business management consulting; supply chain management; design, technology development and sales of gold products, jewelry, and craft gifts (except ivory and its products); computer software and hardware technology development; sales of electronic products; marketing planning; import and export business (except for items prohibited by laws and administrative regulations)
6.	深圳市鼎益豐瑪瑙投資有限公司	The PRC	Chairman	Sales and domestic trade of agate and handicrafts; goods import and export, technology import and export; investment consulting, business management consulting, economic information consulting (excluding securities consulting, talent intermediary services and other restricted projects);
7.	深圳市鼎益豐經濟信息諮詢有限公司	The PRC	Legal representative, executive director and general manager	Economic information consulting; corporate management consulting; cultural exchange event planning; exhibition planning; etiquette planning; conference planning; marketing planning; domestic trade; import and export business.
8.	深圳前海鼎益豐基金管理有限公司	The PRC	Legal representative, executive director and general manager	Entrusted management of equity investment funds; entrusted asset management; equity investment; investment management; investment consulting; corporate management; corporate management consulting; corporate marketing planning; technological development of computer network products; economic information consulting; business information consulting; exhibition planning; engaged in guarantee business (excluding financing guarantee business); operating import and export business.

	<b>Name of Companies</b>	<b>Place of incorporation</b>	<b>Position</b>	<b>Principal business before dissolution</b>
9.	禪道商學院企業管理(深圳)有限公司	The PRC	Supervisor	Business management consulting; economic information consulting; business information consulting; equity investment; investment management; investment consulting; engaging in cultural exchanges and planning; development and innovation of folk culture; domestic trade; education and training of Zen Tao and business (excluding academic education).
10.	深圳市鼎益豐黃金信息諮詢有限公司	The PRC	Legal representative, executive director and general manager	Sales of gold, jewellery, silver, metal, jade and their accessories; economic information consulting; corporate management consulting; cultural event planning; exhibition planning; etiquette planning; conference planning; marketing planning; import and export business (except for items prohibited by laws and administrative regulations).
11.	Chanyi Int'l Capital Boyi League Limited (禪易國際資本博奕聯合會有限公司)	Hong Kong	Chairman and general manager	Investment and asset management

Mr. Sui confirmed that each of the above companies was solvent at the time of its deregistration dissolution, and Mr. Sui did not incur any debt and/or liabilities from the deregistration or dissolution of the above companies.

Mr. Sui has a personal interest in 16,204,000 shares of the Company. Save for the above, Mr. Sui does not have, and is not deemed to have, any other interests or short positions in any Shares, underlying Shares or debentures (within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong), of the Company as at the date of this announcement.

Save as disclosed above, there was no matter relating to the appointment of Mr. Sui, that needs to be brought to the attention of the shareholders and there is no other information which is required to be disclosed pursuant to any requirements of Rules 13.51(2)(h) to (v) of the Listing Rules.

## **APPOINTMENT OF HONOARY CHAIRMAN**

Mr. Sui has also been appointed as the honorary chairman of the Company with effect from 15 October 2021.

The Board believes that Mr. Sui will be able to contribute to the Company by providing advice to the Board with respect to various areas including general development and investment strategy and corporate management of the Company. Other than serving as honorary chairman and non-executive director, Mr. Sui does not hold other positions in the Company and its subsidiaries, and Mr. Zhu Yongjun continues to be the chairman of the Board and provides leadership to the Board in carrying out its duties. Mr. Sui will not receive any remuneration from the position of the honorary chairman.

The Board would like to express its warmest welcome to Mr. Sui on his appointment.

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

Hong Kong, 15 October 2021

*As at the date of this announcement, the executive Directors are Mr. Zhu Yongjun, Mr. Pan Yimin and Mr. Lee Tsi Fun Nicholas; the non-executive Directors are Mr. Sui Guangyi, Dr. Ge Xiaolin and 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.*