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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)

DELAY IN DESPATCH OF CIRCULAR AND REVISED EXPECTED TIMETABLE IN RELATION TO (1) PROPOSED SHARE CONSOLIDATION; AND (2) CONNECTED TRANSACTION IN RELATION TO PROPOSED ISSUE OF NEW SHARES UNDER SPECIFIC MANDATE FOR DEBT CAPITALISATION

Reference is made to the announcement (the “**Announcement**”) of New Concepts Holdings Limited dated 25 August 2025 in relation to, among other things, (i) the Proposed Share Consolidation; and (ii) the Debt Capitalisation. Unless otherwise defined, capitalised terms used herein shall have the same meanings as those defined in the Announcement.

DELAY IN DESPATCH IN CIRCULAR

As set out in the Announcement, a circular (the “**Circular**”) containing, among other things, (i) further details of the Share Consolidation; (ii) further details of the Capitalisation Agreement and the transactions contemplated thereunder; (iii) a letter of advice from the Independent Board Committee to the Independent Shareholders in relation to the Capitalisation Agreement and the transactions contemplated thereunder; (iv) a letter of advice from the Independent Financial Adviser to the Independent Board Committee and the Independent Shareholders in relation to the Capitalisation Agreement and the transactions contemplated thereunder; (v) a notice to convene the EGM; and (vi) other information as required under the Listing Rules, is expected to be despatched to the Shareholders on or before 17 September 2025.

As additional time is required for the Company to prepare and finalise the information to be contained in the Circular, the despatch of the Circular is expected to be postponed to a date on or before Wednesday, 24 September 2025.

REVISED EXPECTED TIMETABLE

In view of the delay in the despatch of the Circular, the expected timetable for the Share Consolidation is expected to be revised as follows:

Event	Time and date
Despatch date of circular with notice of the EGM	On or before Wednesday, 24 September 2025
Latest time for lodging transfers of shares in order to qualify for attendance and voting at the EGM	4:30 p.m., Friday, 3 October 2025
Closure of register of members of the Company for determining the identity of the Shareholders entitled to attend and vote at the EGM (both days inclusive)	Monday, 6 October 2025 to Friday, 10 October 2025
Latest time for lodging forms of proxy for the EGM	10:00 a.m., Wednesday, 8 October 2025
Record date for attendance and voting at the EGM	Friday, 10 October 2025
Date and time of the EGM	10:00 a.m., Friday, 10 October 2025
Publication of the announcement of the poll results of the EGM	Friday, 10 October 2025
Effective date of the Share Consolidation	Tuesday, 14 October 2025
First day of free exchange of existing share certificates into new share certificates for the Consolidated Shares	Tuesday, 14 October 2025
Commencement of dealings in the Consolidated Shares.	9:00 a.m., on Tuesday, 14 October 2025

Event	Time and date
Original counter for trading in the Existing Shares in board lots of 4,000 Existing Shares (in the form of existing share certificates) temporarily closes	9:00 a.m., on Tuesday, 14 October 2025
Temporary counter for trading in Consolidated Shares in board lots of 400 Consolidated Shares (in the form of existing share certificates) opens	9:00 a.m., on Tuesday, 14 October 2025
Original counter for trading in the Consolidated Shares in board lots of 4,000 Consolidated Shares (in the form of new share certificates) re-opens	9:00 a.m., on Tuesday, 28 October 2025
Parallel trading in the Consolidated Shares (in the form of new share certificates and existing share certificates) commences	9:00 a.m., on Tuesday, 28 October 2025
Designated broker starts to stand in the market to provide matching services for odd lots of the Consolidated Shares.	9:00 a.m., on Tuesday, 28 October 2025
Designated broker ceases to stand in the market to provide matching services for odd lots of the Consolidated Shares.	4:00 p.m., on Tuesday, 18 November 2025
Temporary counter for trading in the Consolidated Shares in board lots of 400 Consolidated Shares (in the form of existing share certificates) closes	4:10 p.m., on Tuesday, 18 November 2025
Parallel trading in the Consolidated Shares (in the form of new share certificates and existing share certificates) ends	4:10 p.m., on Tuesday, 18 November 2025
Last day for free exchange of existing share certificates for new share certificates for the Consolidated Shares	4:30 p.m., on Thursday, 20 November 2025

The expected timetable is subject to the results of the EGM and is therefore for indicative purpose only. Any change to the expected timetable will be announced in a separate announcement by the Company as and when appropriate. All times and dates in this announcement refer to Hong Kong local times and dates.

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

Hong Kong, 17 September 2025

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.