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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)

ADJUSTMENTS IN RELATION TO THE OUTSTANDING SHARE OPTIONS AND THE 2023 SHARE OPTION SCHEME

References are made to (i) the circular (the “**Circular**”) and the notice (the “**Notice**”) of the extraordinary general meeting (the “**EGM**”) of New Concepts Holdings Limited (the “**Company**”) both dated 24 September 2025 in relation to, among other things, the Share Consolidation; and (ii) the announcement of the Company dated 10 October 2025 in relation to, among others, the poll results of the EGM. Unless otherwise defined, capitalised terms used herein shall have the same meanings as those defined in the Circular.

The Board is pleased to announce that as all the conditions precedents of the Share Consolidation have been fulfilled, the Share Consolidation will become effective on Tuesday, 14 October 2025.

Pursuant to the written resolutions passed by the sole shareholder of the Company on 26 August 2014, the Company had conditionally adopted a share option scheme (the “**2014 Share Option Scheme**”), which was terminated in the extraordinary general meeting of the Company held on 30 May 2023. As at the date of this announcement, 950,000 outstanding shares options (the “**2014 Outstanding Share Options**”) granted by the Company under the 2014 Share Option Scheme remained exercisable.

Following the termination of the 2014 Share Option Scheme, the Company has adopted a new share option scheme (the “**2023 Share Option Scheme**”, together with the “2014 Share Option Scheme, the “**Share Option Schemes**”) by way of Shareholders’ resolution passed on 30 May 2023. As at the date of this announcement, 40,278,000 outstanding shares options (the “**2023 Outstanding Share Options**”, together with the 2014 Outstanding Share Options, the “**Outstanding Share Options**”) granted by the Company under the 2023 Share Option Scheme remained exercisable.

As a result of the Share Consolidation, immediately upon the Share Consolidation becoming effective on Tuesday, 14 October 2025 and pursuant to the terms of the Share Option Schemes, Rule 17.03(13) of the Listing Rules and the Supplementary Guidance on Main Board Listing Rule 17.03(13) and the Note Immediately after the Rule attached to the Frequently Asked Question No. 072–2020 issued by the Stock Exchange on 6 November 2020, the number of Shares subject to the Outstanding Share Options so far as unexercised and the exercise price thereof will be adjusted in the following manner:

Date of grant	Immediately prior to the adjustments		Immediately after the adjustments	
	Exercise price	Number of Existing Shares to be allotted and issued upon exercise of the Outstanding Share Options	Exercise price	Number of Consolidated Shares to be allotted and issued upon exercise of the Outstanding Share Options
2014 Share Option Scheme				
13 December 2022	HK\$0.50	950,000	HK\$5.00	95,000
2023 Share Option Scheme				
17 August 2023	HK\$0.65	<u>40,278,000</u>	HK\$6.50	<u>4,027,800</u>
		<u>41,228,000</u>		<u>4,122,800</u>

The scheme mandate limit of the 2023 Share Option Scheme had not been refreshed and immediately upon the Share Consolidation becoming effective, the scheme mandate limit of the 2023 Share Option Scheme will become 15,128,941 Consolidated Shares. As the 2014 Share Option Scheme has been terminated, no adjustments will be made to the scheme mandate limit of the 2014 Share Option Scheme.

Save for the above adjustments, all other terms and conditions of the Outstanding Share Options and the Share Option Schemes remain unchanged.

Asian Alliance (HK) CPA Limited, the auditor of the Company, has confirmed to the Directors in writing that the adjustments made to the exercise prices of the Outstanding Share Options and the number of Consolidated Shares to be allotted and issued upon the exercise of the Outstanding Share Options are in compliance with the requirements set out in (i) the terms of the Share Option Schemes; and (ii) Rule 17.03(13) of the Listing Rules.

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

Hong Kong, 13 October 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.