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)

COMPLETION OF SUBSCRIPTIONS OF NEW SHARES UNDER GENERAL MANDATE

References are made to the announcements of New Concepts Holdings Limited dated 23 December 2025, 16 January 2026 and 30 January 2026 (collectively, the "**Announcements**") in relation to, among other things, the Subscriptions. Unless otherwise defined, capitalised terms used in this announcement shall have the same meanings as those defined in the Announcements.

The Board is pleased to announce that all the conditions precedent set out in the Subscription Agreements have been fulfilled and the completion of Subscriptions took place on 6 February 2026 in accordance with the terms and conditions of the respective Subscription Agreements. An aggregate of 34,240,000 Subscription Shares, representing approximately 14.93% of the issued share capital of the Company as enlarged by the allotment and issue of the Subscription Shares, have been allotted and issued to the Subscribers at the Subscription Price of HK$1.0 per Subscription Share.

The gross proceeds and net proceeds from the Subscriptions amounted to HK$34,240,000 and HK$34,110,000, respectively. The Company intends to use such net proceeds as to (i) approximately HK$20.5 million for repayment of overdue bond and lease payables, and lease and other payables; and (ii) approximately HK$13.6 million for the general working capital of the Group as set out in the Announcements.

EFFECTS ON SHAREHOLDING STRUCTURE OF THE COMPANY

Set out below are the shareholding structures of the Company immediately before and after the Completion:

Shareholders	**Immediately before Completion**		**Immediately upon Completion**	
	Number of Shares	*Approximate %*	*Number of Shares*	*Approximate %*
Directors				
Mr. Zhu Yongjun ("**Mr. Zhu**") *(Note 1)*	18,677,200	9.57	18,677,200	8.15
Mr. Pan Yimin ("**Mr. Pan**") *(Note 2)*	50,000	0.03	50,000	0.02
Dr. Tong Ka Lok ("**Dr. Tong**") *(Note 3)*	48,000	0.02	48,000	0.02
Mr. Choy Wai Shek, Raymond, *MH. JP.* ("**Mr. Choy**") *(Note 4)*	120,000	0.06	120,000	0.05
Public Shareholders				
Subscribers	—	—	34,240,000	14.93
Other public Shareholders	176,168,013	90.32	176,168,013	76.83
Total	**195,063,213**	**100.00**	**229,303,213**	**100.00**

Notes:

1. Of the 18,677,200 Shares, 7,700,000 Shares are beneficially held by Jumbo Grand Enterprise Development Limited ("**Jumbo Grand**") and 437,200 Shares are beneficially held by Excellent Point Asia Limited ("**Excellent Point**"). Mr. Zhu owns 100% of the issued voting shares of each Jumbo Grand and Excellent Point and is therefore deemed to be interested in the Shares held by them for the purpose of the SFO.

2. As at the date of this announcement, Mr. Pan is an executive Director.

3. As at the date of this announcement, Dr. Tong is an independent non-executive Director.

4. As at the date of this announcement, Mr. Choy is an independent non-executive Director.

5. Certain percentage figures in the above table are subject to rounding adjustments. Accordingly, totals may not be an arithmetic aggregation of the figures preceding them.

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

Hong Kong, 6 February 2026

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.