

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



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)

INSIDE INFORMATION

EXTENSION OF MEMORANDA OF UNDERSTANDING IN RELATION TO POSSIBLE INVESTMENT(S)

Reference is made to the Company's announcement dated 23 March 2016 (the "Announcement") in relation to, among others, the Possible Investment(s) in Target Companies contemplated under the MOUs. Unless otherwise defined, capitalised terms used herein shall have the same meanings as those defined in the Announcement.

EXTENSION OF MOUs

The Board wishes to inform the Shareholders that on 21 June 2016 (after trading hours of the Stock Exchange), the parties to the MOUs entered into supplemental memoranda of understanding (the "Supplemental MOUs") to the MOUs, pursuant to which the expiry date of the Relevant Period was extended for 60 days from the date of the Supplemental MOUs (or such later date as agreed by the parties thereto) as additional time is required to process the due diligence of the Possible Investment(s) under the MOUs, as well as assessing the execution of MEMR 19/2015 as referred to in the Company's announcement dated 30 May 2016.

Save for the aforesaid, all other terms of the MOUs remain unchanged.

The MOUs (as supplemented by the Supplemental MOUs) are not intended to constitute any legally binding obligations between the parties thereto save as to the provisions on due diligence review, exclusivity, confidentiality, cost and expenses and governing law. Further announcement(s) will be made by the Company in accordance with all applicable requirements of the Listing Rules as and when appropriate.

Shareholders and/or investors should note that the Possible Investment(s) may or may not materialise as no formally binding documentation has been executed between the parties and negotiations are still in progress. Shareholders and/or investors are advised to exercise caution when dealing in the Company's securities.

By Order of the Board
New Concepts Holdings Limited
Cai Jianwen
Executive Director

Hong Kong, 21 June 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 Director is Mr. Lam Kwei Mo; and the independent non-executive Directors are Mr. Lo Chun Chiu, Adrian, Dr. Tong Ka Lok and Mr. Choy Wai Shek, Raymond, MH, JP.