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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)

**EXTENSION OF LONG STOP DATE FOR FULFILMENT OF THE
CONDITIONS PRECEDENT OF THE SUBSCRIPTION AGREEMENT AND
LONG STOP DATE FOR COMPLETION OF SUBSCRIPTION
OF NEW SHARES UNDER GENERAL MANDATE**

Reference is made to the Company's announcement (the "Announcement") dated 25 July 2016 in relation to, among other matters, the Subscription. Unless the context requires otherwise, capitalised terms used herein shall have the same meaning as those defined in the Announcement.

As disclosed in the Announcement, completion of the Subscription is conditional upon fulfillment or waiver of the conditions precedent to the Subscription Agreement on or before 4 August 2016 (or such other date as may be agreed among the parties to the Subscription Agreement in writing), and completion of the Subscription shall take place on 8 August 2016 (or such other date as may be agreed among the parties to the Subscription Agreement in writing).

As additional time is required for the fulfilment of the conditions precedent to the Subscription Agreement, on 4 August 2016, the Subscribers and the Company agreed to extend the long stop date for the fulfilment of the conditions precedents from 4 August 2016 to 13 August 2016 (or such later date as the Subscribers and the Company agree in writing) and also to extend the Completion Date from 8 August 2016 to on or before 16 August 2016 (or such other date as the Subscribers and the Company may agree in writing).

The Board considers that the extension of the conditions precedent fulfilment date and the Completion Date would be in the interest of the Company and the Shareholders as a whole. Save and except for the aforesaid, all other terms of the Subscription Agreement remained unchanged.

The Subscription is subject to the satisfaction and/or waiver of the conditions precedent to the Subscription Agreement, which may or may not be completed. Shareholders and potential investors are advised to exercise caution when dealing in Shares.

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

Hong Kong, 4 August 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.