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SIMPLICITY HOLDING LIMITED

倩碧控股有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8367)

RESIGNATION OF EXECUTIVE DIRECTOR

The board (the “**Board**”) of directors (the “**Director(s)**”) of Simplicity Holding Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) announces that Mr. Ma Sui Hong (“**Mr. Ma**”) has resigned as an executive Director of the Company with effect from 9 February 2021. Upon his resignation as the executive Director, Mr. Ma continues to hold the position of human resource manager of the Group. Mr. Ma had confirmed that there was no disagreement with the Board and that there was no matter in relation to his resignation that was needed to be brought to the attention of the shareholders of the Company.

The Board highly appreciates Mr. Ma’s valuable contribution to the Company during his tenure of office, for which it wishes to express its sincere gratitude.

By Order of the Board
Simplicity Holding Limited
Wong Suet Hong
Chairman and Executive Director

Hong Kong, 9 February 2021

As at the date of this announcement, the executive Directors of the Company are Ms. Wong Suet Hing, Ms. Wong Sau Ting Peony and Mr. Wong Chi Chiu Henry; and the independent non-executive Directors of the Company are Ms. Ng Yau Kuen Carmen, Mrs. Cheung Lau Lai Yin Becky and Mr. Yu Ronald Patrick Lup Man.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the GEM website at <http://www.hkgem.com> on the “Latest Company Announcements” page for at least seven days from the date of its publication and posting and will be published and remains on the website of the Company at <http://www.simplicityholding.com>.

* For identification purpose only