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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)

CHANGE OF COMPLIANCE ADVISER

The board (the “**Board**”) of directors (the “**Directors**”) of Simplicity Holding Limited (the “**Company**”) hereby announces that the Company and Vinco Capital Limited (“**Vinco Capital**”) have mutually agreed to terminate the compliance adviser agreement dated 5 February 2018 with effect from 15 January 2019 (the “**Termination**”), due to the consideration of fee levels.

The Board and Vinco Capital confirm that, as at the date of this announcement, there are no other matters relating to the Termination that need to be brought to the attention of the shareholders of the Company and the Stock Exchange.

The Board further announces that Dakin Capital Limited (“**Dakin Capital**”) has been appointed as the replacement compliance adviser to the Company pursuant to Rule 6A.27 of the Rules Governing the Listing of Securities on GEM of the Stock Exchange (the “**GEM Listing Rules**”) with effect from 15 January 2019 until the date, pursuant to Rule 6A.19 of the GEM Listing Rules, on which the Company complies with Rule 18.03 of the GEM Listing Rules in respect of the Company’s financial results for the second full financial year commencing after the listing date of the Company (being the financial year ending 31 March 2020), or until the compliance adviser agreement entered into between the Company and Dakin Capital is terminated in accordance with its terms, whichever is earlier.

Dakin Capital is a licensed corporation to carry out type 6 (advising on corporate finance) regulated activity under the Securities and Futures Ordinance, Chapter 571 of the Laws of Hong Kong.

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

Hong Kong, 15 January 2019

* *For identification purpose only*

As at the date of this announcement, the executive Directors of the Company are Ms. Wong Suet Hing (Chairman), Ms. Wong Sau Ting Peony (Chief Executive Officer), Mr. Wong Muk Fai Woody, Mr. Ma Sui Hong 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>.