MS CONCEPT LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8447)

INSIDE INFORMATION

PROPOSED PLACING OF EXISTING SHARES BY A CONTROLLING SHAREHOLDER

This announcement is made by MS Concept Limited (the "**Company**") pursuant to Rule 17.10 of the Rules (the "**GEM Listing Rules**") Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**") and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the "**Board**") of directors (the "**Directors**") of the Company announces that it has been informed by Future More Company Limited (the "**Vendor**"), a controlling shareholder of the Company which is owned as to 14% by Mr. Kwong Tai Wah, 18% by Ms. Ip Yin King Ingrid, 18% by Ms. Kwong Man Yui, 25% by Mr. Kwong Tai Wing Joseph and 25% by Ms. Kwong Ching Yee Melanie, that on 28 November 2018 (after trading hours), it has entered into a placing agreement (the "**Placing Agreement**") with ChaoShang Securities Limited and VisTreasure Securities Limited which are appointed as the Vendor's placing agents (the "**Placing Agents**") for a placing of up to 240,000,000 existing shares of the Company (the "**Shares**") held by the Vendor (the "**Placing Shares**") representing approximately 24% of the total issued share capital of the Company to investors who are third parties independent of and not acting in concert or connected with (i) the Vendor; and (ii) the Company or any of its subsidiaries; or (iii) any director, chief executive or substantial shareholder of the Company or any of its subsidiaries or any of their respective associates (as defined in the GEM Listing Rules) (the "**Placees**") at a price of HK$0.18 per Placing Share on a best efforts basis (the "**Placing**").

The Placing is expected to be completed by no later than 4:00 p.m. on or before 7 December 2018 (or such other time and date as the Vendor and the Placing Agents may agree in writing). Assuming all the 240,000,000 Placing Shares are placed by the Placing Agents and there is no change to the total issued share capital of the Company prior to completion of the Placing, the shareholding of the Vendor in the Company will be reduced from 750,000,000 Shares, representing approximately 75% of the total issued capital of the Company, as at the date of this announcement to 510,000,000 Shares, representing approximately 51% of the total issued capital of the Company, upon completion of the Placing, and the Vendor will remain a controlling shareholder of the Company. It is expected that none of the Placees will become a substantial shareholder of the Company (as defined in the GEM Listing Rules) upon completion of the Placing.

The Directors do not expect that the Placing of existing Shares by the Vendor will have any adverse effect on the operations of the Company and its subsidiaries.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the Shares.

By the order of the Board
MS Concept Limited
Kwong Tai Wah
Chairman and Chief Executive Officer

Hong Kong, 28 November 2018

As at the date of this announcement, the chairman and the executive Director of the Company is Mr. KWONG Tai Wah, the executive Directors of the Company are Ms. KWONG Man Yui and Mr. LAM On Fai; and the independent non-executive Directors of the Company are Mr. LAI Ming Fai Desmond, Dr. CHENG Lee Lung and Mr. KWOK Yiu Chung.

This announcement, for which the Directors of the Company 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 www.hkgem.com on the "Latest Company Announcements" page for at least 7 days from the date of its posting and on the website of the Company at www.mrsteak.com.hk.

In the case of inconsistency, the English text of this announcement shall prevail over the Chinese text.