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MS CONCEPT LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8447)

INSIDE INFORMATION

EXTENSION OF COMPLETION DATE OF THE PLACING OF EXISTING SHARES BY A CONTROLLING SHAREHOLDER

Reference is made to the announcement of the Company dated 28 November 2018 (the “**Announcement**”) in relation to the Placing. Unless otherwise defined, capitalised terms used herein shall have the same meanings as those defined in the Announcement.

The Vendor has informed the Company that after arm’s length negotiations, pursuant to a supplemental placing agreement dated 7 December 2018 entered into between the Placing Agents and the Vendor, the Placing Agents and the Vendor have agreed to postpone the completion date of the Placing (the “**Completion Date**”) from 7 December 2018 to 21 December 2018 in order to extend the placing period for the Placing. Save for the extension of the Completion Date, all other terms and conditions of the Placing Agreement remain unchanged and shall continue to be in full force and effect.

The Company will continue to make timely disclosure of any relevant information pursuant to the relevant requirements of the GEM Listing Rules.

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

Hong Kong, 7 December 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.