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MS CONCEPT LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8447)

INSIDE INFORMATION

LAPSE OF THE PLACING AGREEMENT OF EXISTING SHARES BY A CONTROLLING SHAREHOLDER

Reference is made to the announcements of the Company dated 28 November 2018 and 7 December 2018 (the “**Announcements**”) in relation to the Placing. Unless otherwise defined, capitalised terms used herein shall have the same meanings as those defined in the Announcements.

The Vendor has informed the Company that the Placing has not been successful on or before 21 December 2018, being the long stop date of the Placing Agreement. As such, the Placing Agreement has lapsed. All rights, obligations and liabilities of the parties under the Placing Agreement in relation to the Placing shall forthwith cease and determine. As at the date of this announcement, the number of Shares held by the Vendor remains unchanged, and the Vendor remains a controlling shareholder of the Company which held 750,000,000 Shares, representing 75% of the issued share capital of the Company.

The Board is of the view that the lapse of the Placing Agreement will not have any adverse effect on the operation 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, 31 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.mrstreak.com.hk.

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