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TASTY CONCEPTS HOLDING LIMITED

賞之味控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8096)

INSIDE INFORMATION DISPOSAL OF SHARES BY A SUBSTANTIAL SHAREHOLDER

This announcement is made by Tasty Concepts Holding Limited (the “**Company**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on GEM (the “**GEM Listing Rules**”) of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and the Inside Information Provisions (as defined under the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong).

The Company has been informed by Brilliant Trade Enterprises Limited (“**Brilliant Trade**”), a substantial shareholder (as defined in the GEM Listing Rules) of the Company, that on 6 April 2022, Brilliant Trade had disposed of 27,000,000 shares of the Company (the “**Sale Shares**”) on open market (the “**Disposal**”), representing approximately 5.40% of the total issued shares of the Company (the “**Shares**”), at the average consideration of approximately HK\$0.094 per Sale Share, for a total consideration of approximately HK\$2,535,000, through on-market transactions on the trading platform of the Stock Exchange.

The Disposal was made on the open market. Brilliant Trade has informed the Company that, to their best knowledge, information and belief, having made all reasonable enquiries, is not aware of the identities of the counterparties of the Disposal or of their respective principal business activities.

As at the date of this announcement, Brilliant Trade is owned 35% by Mr. Tang Chun Ho Chandler (“**Mr. C Tang**”), who is the executive director of the Company, 35% by Mr. Tang Hing Chee (“**Mr. HC Tang**”), father of Mr. C Tang, 15% by Ms. Tai Shiu Bun Mariana, mother of Mr. C Tang and spouse of Mr. HC Tang, and 15% by Ms. Tang Wing Shan Ariel, sister of Mr. C Tang.

Immediately after the Disposal, the number of shares in the Company held by Brilliant Trade decreased from 127,010,000 Shares (representing approximately 25.40% of the total issued Shares) to 100,010,000 Shares (representing approximately 20.00% of the total issued Shares). Therefore, Brilliant Trade remains as a substantial shareholder (as defined in the GEM Listing Rules) of the Company. The Company does not expect that the Disposal will have any adverse effect on the operations of the Company and its subsidiaries.

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

By order of the Board
Tasty Concepts Holding Limited
Tang Chun Ho Chandler
Chairman and Executive Director

Hong Kong, 6 April 2022

As at the date of this announcement, the Board comprises two executive directors, namely Mr. Tang Chun Ho Chandler and Ms. Sung Kwan Wun and three independent non-executive directors, namely Mr. Lai Man Hin, Mr. Ho Lai Chuen and Mr. Lee Koon Tak.

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 website of the Stock Exchange at www.hkexnews.hk on the "Latest Listed Company Information" page for at least 7 days from the date of its posting and will be published on the Company's website at www.butaoramen.com.