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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 THE CONTROLLING 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 controlling shareholder (as defined in the GEM Listing Rules) of the Company, that on 5 July 2021, Brilliant Trade had disposed of 40,000,000 shares of the Company (the “**Sale Shares**”) on open market (the “**Disposal**”), representing 8% of the total issued shares of the Company (the “**Shares**”), at the average consideration of approximately HK\$0.155 per Sale Share, for a total consideration of approximately HK\$6,200,000, 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**”), 35% by Mr. Tang Hing Chee (“**Mr. HC Tang**”), who are executive directors of the Company, 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 341,250,000 Shares (representing approximately 68.25% of the total issued Shares) to 301,250,000 Shares (representing approximately 60.25% of the total issued Shares). 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 Hing Chee
Chairman and Executive Director

Hong Kong, 5 July 2021

As at the date of this announcement, the Board comprises two executive directors, namely Mr. Tang Chun Ho Chandler and Mr. Tang Hing Chee 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 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.