

LIFEBRANDZ LTD
(Company Registration Number: 200311348E)
(Incorporated in Republic of Singapore)

We would like to provide further information on our Annual Report as per SGX's email dated 20 November 2014 related to the below.

SGX's email.

1. In its Annual Report on "Interested Person Transactions" ("IPTs") (page 28), the Company stated that "there have been no IPTs equal to or exceeding \$100,000 in value for the financial year ended 31 July 2014". However, we note the Company's disclosure in paragraph 66 of the Notes to the Financial Statements on "Related Party Transactions" on one significant related party transactions:-

(a) Related companies – Operating fee revenue of S\$1,650,000 in FY2014.

To disclose who are these entities and whether they are interested person transactions under the Listing Rule. If so, to disclose in the format required under Listing Rule 907.

LifeBrandz's reply

The Company has disclosed on page 66 of its Annual Report on Related Party Transaction from Operating fee revenue amounting to S\$1,650,000.

The Operating fee revenue of S\$1,650,000 under an Operating Agreement were received from PlayHouse Club Pte Ltd for venue space and support services as rendered by the Company's subsidiary, Cannery Leisure Pte Ltd. PlayHouse Club Pte Ltd is an entertainment and club entity and is not related to LifeBrandz Ltd.

We further furnished that our CEO, Mr. Cedric Chong is a shareholder of PlayHouse Club Pte Ltd holding less than 30% shareholding interest. As stated, transactions between PlayHouse Club Pte Ltd and Cannery Leisure Pte Ltd will not constitute an interested person transactions under the Listing Rule.

The Operating Agreement between the Companies which was entered before Mr. Cedric Chong was appointed the CEO of LifeBrandz Ltd, has since expired and the service arrangement has already ceased in the current financial year.

By Order of the Board

21 November 2014