

**LIFEBRANDZ LTD.**  
(Incorporated in the Republic of Singapore)  
(Company Registration No.: 200311348E)

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- (1) **APPOINTMENT OF INDEPENDENT DIRECTORS AND EXECUTIVE DIRECTOR**  
(2) **RESIGNATION OF NON-EXECUTIVE DIRECTORS AND INDEPENDENT DIRECTOR**  
(3) **RECONSTITUTION OF BOARD COMMITTEES**
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The Board of Directors ("Board") of Lifebrandz Ltd (the "Company") wishes to announce that:-

- (i) Mr Toh Hock Ghim and Mr Chee Keng Koon have been appointed as Independent Directors of the Company with effect from 27 January 2015;

The particulars of Mr Toh Hock Ghim and Mr Chee Keng Koon pursuant to the requirements of Rule 704(7) of the Listing Manual of Singapore Exchange Securities Trading Limited will be furnished in separate announcements.

- (ii) Mr Chng Weng Wah has been appointed as an Executive Director of the Company with effect from 27 January 2015;

The particulars of Mr Chng Weng Wah pursuant to the requirements of Rule 704(7) of the Listing Manual of Singapore Exchange Securities Trading Limited will be furnished in separate announcement.

- (iii) The following Directors have stepped down from the Board with effect from 27 January 2015;

Mr Bernard Lim Miang	(Non-Executive Director)
Mr Wong Kok Hoe	(Non-Executive Director)
Mr Thomas Carlton Thompson III	(Independent Director)

The Board would like to express their appreciation to Mr Bernard Lim Miang, Mr Wong Kok Hoe and Mr Thomas Carlton Thompson III for their past services and contribution to the Company.

- (iv) Following his resignation as Director of the Company, Mr Wong Kok Hoe will cease to be a member of the Audit, Remuneration and Nominating Committees;
- (v) Following his resignation as Director of the Company, Mr Thomas Carlton Thompson III will cease to be the Chairman of the Remuneration and Nominating Committees and a member of the Audit Committee;
- (vi) Mr Toh Hock Ghim be appointed as the Chairman of the Nominating Committee in place of Mr Thomas Carlton Thompson III and member of Audit and Remuneration Committees with effect from 27 January 2015;

- (vii) Mr Chee Keng Koon be appointed as the Chairman of the Remuneration Committee in place of Mr Thomas Carlton Thompson III and member of Audit and Nominating Committees with effect from 27 January 2015;
- (viii) Mr Lim Kee Way Irwin ceased as a member of the Nominating Committee with effect from 27 January 2015; and
- (ix) Mr Chng Weng Wah be appointed as a member of the Nominating Committee with effect from 27 January 2015.

Consequent to the above changes, the new compositions of the Board and the Board Committees have been reconstituted as follows with immediate effect:-

#### Board of Directors

Mr Chong Sien Chern Cedric	(Executive Director & CEO)
Mr Chng Weng Wah	(Executive Director)
Mr Lim Kee Way Irwin	(Independent Director)
Mr Toh Hock Ghim	(Independent Director)
Mr Chee Keng Koon	(Independent Director)

#### Audit Committee

Mr Lim Kee Way Irwin	(Chairman)
Mr Chee Keng Koon	(Member)
Mr Toh Hock Ghim	(Member)

#### Nominating Committee

Mr Toh Hock Ghim	(Chairman)
Mr Chng Weng Wah	(Member)
Mr Chee Keng Koon	(Member)

#### Remuneration Committee

Mr Chee Keng Koon	(Chairman)
Mr Lim Kee Way Irwin	(Member)
Mr Toh Hock Ghim	(Member)

By Order of the Board

Chong Sien Chern Cedric  
CEO/Director

27 January 2015