LIFEBRANDZ LTD.

(Incorporated in the Republic of Singapore) (Company Registration No. 200311348E)

PROPOSED PLACEMENT OF 10,420,000 NEW ORDINARY SHARES IN THE CAPITAL OF THE COMPANY AT \$\$0.048 FOR EACH SHARE

COMPLETION OF PLACEMENT

The board of directors (the "Board") of Lifebrandz Ltd. (the "Company") refers to the Company's announcements made on 22 June 2017 and 7 July 2017 (the "Earlier Announcements") in relation to the proposed placement of 10,420,000 new ordinary shares in the capital of the company at S\$0.048 (the "Subscription Shares", and each "Subscription Share") for each Subscription Share (the "Placement"). Unless otherwise defined, all terms and references used herein shall bear the same meanings ascribed to them in the Earlier Announcements.

Further to the Earlier Announcements, the Board is pleased to announce that the Placement was completed today, 14 July 2017, and the Subscription Shares were allotted and issued to the respective Subscribers in accordance with the terms and conditions of the Subscription Agreements.

Following the allotment and issue of the Subscription Shares, the issued and paid-up share capital of the Company has increased from \$\$58,016,003.00 comprising 183,599,988 shares to approximately \$\$58,499,663.00 comprising 194,019,988 shares.

The Subscription Shares will rank *pari passu* with, and carry all rights similar to, the existing issued shares of the Company, except that they do not rank for any dividend, right, allotment or other distributions, the record date for which falls on or before the completion of the Placement.

The Subscription Shares are expected to be listed and quoted on the SGX Catalist with effect from 9:00 a.m. on 18 July 2017.

BY ORDER OF THE BOARD

Saito Hiroyuki Executive Chairman / Chief Executive Officer 14 July 2017

This announcement has been reviewed by the Company's sponsor, RHT Capital Pte. Ltd. (the "Sponsor"), for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited ("SGX-ST"). The Sponsor has not independently verified the contents of this announcement.

This announcement has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this announcement, including the correctness of any of the statements or opinions made or reports contained in this announcement.

The details of the contact person for the Sponsor is: -Name: Mr. Nathaniel C.V. (Registered Professional, RHT Capital Pte. Ltd.)

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