



LIFEBRANDZ LTD.
(Company Registration No. 200311348E)
(Incorporated in Singapore)

STRATEGIC BUSINESS REVIEW

The Board of Directors of LifeBrandz Ltd. (the "**Company**" and together with its subsidiaries, collectively "**Group**") wishes to announce that following the change in the controlling shareholders of the Company and the changes in the composition of the board and board committees as announced by the Company on 17 April 2024 and 7 May 2024, the Company has initiated a strategic review of the Group and its portfolio of businesses with a view of maximising potential value for shareholders (the "**Strategic Review**").

The Group has been primarily engaged in the food and beverages ("**F&B**") sector and as at the date of this announcement, operates a total of 4 outlets selling gourmet salads. In late 2023, the Group has made its first foray into the corporate financial advisory and fund management business in Australia.

The Strategic Review will assess various options, including potential fundraising exercises or other corporate actions to be undertaken by the Company and/or the restructuring of companies within the Group and its F&B outlets, having due consideration to focus on delivering sustainable growth and creating long term value for shareholders.

The Group will continue to actively manage the capital deployed in its businesses and implement measures to manage its costs and strengthen its balance sheet. The Management and the Board will regularly review the financial performance and returns against set targets. The Strategic Review will also encompass exploring new opportunities and targeting alternative businesses, including (but not limited to) real estate investments, property management services, education and training, to diversify and increase the revenue streams of the Group.

Shareholders should note that there is no assurance that any transaction will materialise from the Strategic Review or that any definitive or binding agreement will be reached. If and when there are any material developments which warrant disclosure, the Company will, in compliance with applicable rules, make further announcements as appropriate.

By Order of the Board

Ng Boon Hui
Executive Chairman and Chief Executive Officer
17 July 2024

*This announcement has been reviewed by the Company's sponsor, SAC Capital Private Limited (the "**Sponsor**"). This announcement has not been examined or approved by the Singapore Exchange Securities Trading Limited (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.*

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