

LIFEBRANDZ LTD

(Company Registration Number: 200311348E)

RESPONSE TO SGX QUERIES REGARDING TRADING ACTIVITY

Lifebrandz Ltd (the “Company”) refers to the queries from the Singapore Exchange Securities Trading Limited in relation to the substantial increase in the volume of the Company's shares on 24 April 2012. The following are the Company’s responses to such queries:

Question 1: Are you aware of any information not previously announced concerning you (the issuer), your subsidiaries or associated companies which, if known, might explain the trading?

- If yes, the information must be announced immediately.

The Company is not aware of any information not previously announced concerning the Company, its subsidiaries or associated companies which, if known, might explain the trading.

Question 2: Are you aware of any other possible explanation for the trading?

The Company is not aware of any other possible explanation for the substantial increase in the volume of the Company’s shares except for the fact that the Company regularly evaluates investment opportunities and strategic initiatives. As and when any transaction materializes, we will make the necessary announcements.

Question 3: Can you confirm your compliance with the listing rules and, in particular, listing rule 703?

The Company confirms that it has complied with the listing rules and, in particular, listing rule 703 of the Listing Manual.