

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

**USAGE OF PLACEMENT PROCEEDS**

The Board of Directors of Lifebrandz Ltd ("the Company") refers to the announcements made on 27 March 2014 in relation to the completion of the placement of 425,000,000 new ordinary shares at the issue price of S\$0.0081 per placement share in the share capital of the Company, and on 28 April 2014, 18 July 2014 and 10 October 2014 pertaining to the proceed usage, and wishes to provide further update on the usage of the net placement proceeds of S\$3,385,500 as follows:

| Intended use of net proceeds | Net proceeds from placement of shares S\$'000 | Amount utilised as per earlier announcement/s S\$'000 | Amount utilised as per this announcement S\$'000 | Balance S\$'000 |
|------------------------------|---|---|--|-----------------|
| Loan Repayment               | 500   | (500)   | (0)  | 0               |
| Working Capital              | 2,885   | (2,691)   | (194) *  | 0               |
| <b>Total</b>                 | <b>3,385</b>                                  | <b>(3,191)</b>  | <b>(194)</b>                                     | <b>0</b>        |

Note:

\* The breakdown of the working capital utilised was as follows:

|                         | S\$'000    |
|-------------------------|------------|
| Operation supplies      | 129        |
| Marketing and Promotion | 65         |
| <b>Total</b>            | <b>194</b> |
|                         | =====      |

The use of proceeds from the placement is in accordance with the intended use.

The Board wishes to inform that the balance net placement proceeds of the above placement have been fully utilised for the aforesaid purposes.

By Order of the Board

Cedric Chong Sien Chern  
 CEO / Director

29 December 2014