

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

- (1) RESIGNATION OF EXECUTIVE DIRECTOR**
(2) RESIGNATION AND APPOINTMENT OF CHIEF EXECUTIVE OFFICER
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The Board of Directors ("Board") of Lifebrandz Ltd (the "Company") wishes to announce that Mr Chong Sien Chern Cedric ("Mr Cedric Chong") will step down as Executive Director and Chief Executive Officer ("CEO") of the Company with effect from 6 February 2015. Mr Chng Weng Wah ("Mr Chng") will succeed Mr Cedric Chong as CEO of the Company.

Mr Chng has been appointed as Executive Director of the Company on 27 January 2015. The Nominating Committee ("NC") has reviewed Mr Chng's qualifications and experience and the Board has accepted the recommendation of the NC and has approved the appointment of Mr Chng as CEO of the Company.

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.

The Board would like to express their appreciation to Mr Cedric Chong for his past services and contribution to the Company as Executive Director and CEO.

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

Board of Directors

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|----------------------|----------------------------|
| Mr Chng Weng Wah | (Executive Director & CEO) |
| Mr Lim Kee Way Irwin | (Independent Director) |
| Mr Toh Hock Ghim | (Independent Director) |
| Mr Chee Keng Koon | (Independent Director) |

By Order of the Board

Toon Choi Fan
Company Secretary

6 February 2015