

**LIFEBRANDZ LTD**  
(Company Registration No. 200311348E)  
(Incorporated in the Republic of Singapore)  
(the "Company")

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**HOLDING ANNOUNCEMENT**

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The Board of Directors (the "Board") of the Company wishes to announce that the Company has entered into preliminary discussions with a third party in connection with very substantial acquisition or reverse takeover (the "Proposed Transaction").

Discussions between the Company and the third party are presently on-going and, as at the date of this announcement, no definitive agreements have been entered into by the parties.

The Board wishes to emphasise that discussions are still at a preliminary stage. Shareholders are advised that there is no certainty that the aforesaid proposed transaction will take place.

**Shareholders are advised to exercise caution in trading their Shares. Notwithstanding the Company's decision to continue with the Proposed Transaction at this time, please note that the completion of the Proposed Transaction remains subject to, *inter alia*, numerous conditions, further due diligence by the Company and its advisors, as well as approvals to be granted by the relevant regulatory bodies. There is no certainty or assurance as at the date of this announcement that the Proposed Transaction will be completed.**

**Shareholders and potential investors are advised to read this announcement and any further announcements by the Company carefully. Shareholders and potential investors should consult their stock brokers, bank managers, solicitors or other professional advisor if they have any doubt about the actions they should take.**

The Company will make further announcements in due course as and when appropriate.

**By Order of the Board**

Chng Weng Wah

Chief Executive Officer / Executive Director  
7 July 2015