

**LIFE BRANDZ LTD.**  
(Incorporated in Singapore)  
(Company Registration No. 200311348E)

---

**RESPONSE TO BUSINESS TIMES ARTICLES DATED 15 JUNE 2017 REGARDING RTO TALK LIFTS  
LIFE BRANDZ AND UNUSUAL TRADING ACTIVITIES**

---

The board of directors (the “**Board**”) of Lifebrandz Ltd. (the “**Company**”, and together with its subsidiaries, the “**Group**”) refers to the Business Times article dated 15 June 2017 on “RTO talk lifts Lifebrandz, prompting query” and the unusual volume movements in the Company’s shares on 14 June 2017, and sets out below its responses as follows.

The Group had released its financial results for the third quarter ended 30 April 2017 on 14 June 2017 and had also responded to the queries from the SGX-ST on the unusual trading activities.

The Company in its responses to the SGX-ST yesterday confirmed that the Company was not aware of any information or other possible explanation for the unusual trading activities, and is strictly in compliance with the listing rules of the SGX-ST.

The Group has recently completed the issuance of rights shares cum warrants. As previously announced, the Group has gone through some restructuring recently. With the appointment of Mr Saito Hiroyuki as the Executive Chairman and CEO, the Company and Board are cautiously exploring business opportunities to position and transform its business direction.

As the above explorations are still in a preliminary stage, the Group will update on further material development as and when necessary. **Meanwhile, shareholders and investors are advised to refrain from taking any action in respect of their shares in the Company which may be prejudicial to their interests, and to exercise caution when dealing in the shares of the Company.**

**By Order of the Board**

**Saito Hiroyuki**  
**Executive Chairman / CEO**

Date: 15 June 2017

---

*This announcement has been reviewed by the Company's sponsor, RHT Capital Pte. Ltd. (the "Sponsor"), for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited ("SGX-ST"). The Sponsor has not independently verified the contents of this announcement.*

*This announcement has not been examined or approved by 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.*

*The details of the contact person for the Sponsor is: -*

*Name: Mr. Nathaniel C.V. (Registered Professional, RHT Capital Pte. Ltd.)*

*Address: Six Battery Road, #10-01, Singapore 049909*

*Tel: 6381 6757*