



LIFEBRANDZ LTD.

(Company Registration No. 200311348E)
(Incorporated in the Republic of Singapore)

CHANGE OF COMPANY NAME OF A SUBSIDIARY AND CHANGE OF SHAREHOLDER

The Board of Directors ("**Board**") of LifeBrandz Ltd. ("**Company**" and together with its subsidiaries, the "**Group**") wishes to announce that the Group's 50%-owned subsidiary, Cloud Eight, Inc., has been renamed to LifeBrandz USA, Inc. ("**LB USA**").

Office Hashida Co., Ltd has transferred its 500,000 ordinary shares in LB USA, which is equivalent to 50% equity interest in LB USA, to Capital Square Co., Ltd. ("**CSCL**"), a Japan-based company and Mr. Fujiyoshi Daiki is its sole shareholder and sole director. Consequently, Mr. Kenjiro Hashida has stepped down from the director position of LB USA and Mr. Fujiyoshi Daiki has been appointed as a director of LB USA in place of him.

Mr. Fujiyoshi Daiki was the chief executive officer of e-Holidays Co., Ltd. and the director of Takumi Holidays Pte. Ltd.. Both e-Holidays Co., Ltd. and Takumi Holidays Pte. Ltd. are the wholly-owned subsidiaries of the Group. The Company has signed a placement agreement with CSCL on 17 January 2020. Further information on the proposed placement of the Company's shares to CSCL will be released in a separate announcement today.

Save as disclosed above, CSCL and its director and shareholder do not have any connections (including business relationships) with any Director or controlling shareholder of the Company.

None of the Directors or controlling shareholders of the Company has any interest, direct or indirect, in the abovementioned shares transfer.

BY ORDER OF THE BOARD

Saito Hiroyuki
Executive Chairman & Chief Executive Officer
20 January 2020

*This announcement has been reviewed by the Company's sponsor, SAC Capital Private Limited (the "**Sponsor**"). This announcement has not been examined or approved by the Singapore Exchange Securities Trading Limited ("**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 contact person for the Sponsor is Ms Lee Khai Yinn (Tel: (65) 6232 3210), at 1 Robinson Road, #21-00 AIA Tower, Singapore 048542.