

PROPOSED DISPOSALS OF:

- (1) **THE ENTIRE ISSUED AND PAID-UP SHARE CAPITAL OF SYNC CO., LTD., LB KOH CO., LTD., AND E-HOLIDAYS CO., LTD; AND**
- (2) **50% OF THE ISSUED AND PAID-UP SHARE CAPITAL OF LIFEBRANDZ USA, INC.**

– PARTIAL COMPLETION OF THE PROPOSED DISPOSALS

1. INTRODUCTION

The board of directors (the "**Board**" or "**Directors**") of LifeBrandz Ltd. (the "**Company**", and together with its subsidiaries, the "**Group**") refers to the Company's announcement dated 9 February 2021 (the "**Announcement**") and circular to shareholders dated 9 February ("**Circular**") in respect of, amongst others, the proposed disposals of (i) the entire issued and paid-up share capital of SYNC Co., Ltd. ("**SYNC**"), LB KOH Co., Ltd. ("**LB KOH**"), and e-Holidays Co., Ltd. ("**e-Holidays**"); and (ii) 50% of the issued and paid-up share capital of LifeBrandz USA, Inc. ("**LB USA**") ("**Proposed Disposals**").

Unless otherwise defined, all capitalised terms used herein shall bear the same meanings ascribed to them in the Announcement and the Circular.

2. PARTIAL COMPLETION OF THE PROPOSED DISPOSALS

Pursuant to the approval of the shareholders of the Company ("**Shareholders**") having been obtained for the Proposed Disposals at the extraordinary general meeting of the Company held on 26 February 2021 ("**EGM**"), the Board is pleased to announce that the Proposed Disposals have been partially completed as of today pursuant to which the Company has completed the disposals of (i) the entire issued and paid-up share capital of LB KOH on 8 March 2021; and (ii) 50% of the issued and paid-up share capital of LB USA on 5 March 2021. The Proposed Disposals of the entire issued and paid-up share capital of SYNC and e-Holidays are still in progress and the Company will make the necessary announcement accordingly in due course.

Following the partial completion of the Proposed Disposals, each of LB KOH and LB USA has ceased to be a subsidiary of the Company as of the respective disposal completion dates.

BY ORDER OF THE BOARD

Saito Hiroyuki
Executive Chairman and Chief Executive Officer
8 March 2021

*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 (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.*

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