



(Company Registration Number 200311348E)
(Incorporated in the Republic of Singapore)

UPDATE ON THE BUSINESS OPERATION IN LIGHT OF COVID-19

The Board of Directors (the “**Board**”) of LifeBrandz Ltd. (the “**Company**” and together with its subsidiaries, the “**Group**”) would like to update shareholders that Mulligan’s Irish Pub in Pattaya, Thailand (“**Mulligan**”) operated by the Company’s 100%-owned subsidiary, Mulligan’s Co., Ltd., will be temporarily closed from 20 July 2021 to 16 August 2021 (“**Temporary Closure**”).

On 18 July 2021, Thailand’s Centre for COVID-19 Situation Administration (“**CCSA**”) Committee decided on the new restrictions following rising cases in the Maximum and Strict Controlled Areas or dark-red zone provinces. Chonburi (Pattaya City) is one of the cities in the dark-red zone. In line with the new restrictions announced by CCSA, effective from 20 July 2021, the management of the building where Mulligan is located has ordered restaurants and eateries within the building to be temporarily closed until 2 August 2021, while only the essential shops including supermarkets, medical suppliers and pharmacies are allowed to open with stricter standard operating procedures.

On 2 August 2021, CCSA announced that the restriction extended to another 14 days to 16 August 2021.

As a result of the Temporary Closure, it is contemplated that the foregoing will negatively impact the Group’s revenue. The Board would like to assure shareholders that steps are taken to focus on operational excellence, tighten cost controls, conserve the Group’s cash flow and manage the working capital during this period.

The Group will continue to monitor its sales, governments’ supports and the evolving situation of the COVID-19 pandemic closely. It will also continue to perform strategic review on the Group’s business. The Company will make the necessary announcement(s) in relation to the impact of new government measurement/policies on the Group’s business operations (if material).

By Order of the Board

Lam Siew Kee
Executive Chairman and Chief Executive Officer
3 August 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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