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ALLUREFEM HOLDING LIMITED

伊人壹方控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8305)

UPDATES ON THE WINDING-UP PETITION

This announcement is made by Allurefem Holding Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 17.27(1)(b) of the Rules (the “**GEM Listing Rules**”) Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited.

UPDATES ON THE WINDING-UP PETITION AGAINST PROJEXASIA LIMITED

Reference is made to the announcements of the Company dated 8 August 2023, dated 6 September 2023 and 4 October 2023 in relation to the Petition filed by the Petitioner against Projexasia (the “**Announcements**”). Unless the context otherwise specified, capitalised terms used herein shall have the same meanings as those defined in the Announcements.

The board of directors of the Company (the “**Directors**”) would like to update that, at the hearing on 15 November 2023, the Court ordered that Projexasia be wound up pursuant to the Companies (Winding Up and Miscellaneous Provisions) Ordinance (Chapter 32 of the Laws of Hong Kong). The Company was also informed that the Sammy Lau CPA limited has been appointed as the Provisional Liquidator of Projexasia.

To the best of the Directors’ knowledge, information and belief having made all reasonable enquiries, the winding-up of Projexasia has no material impact on the current core business operation and financial position of the Company and its other subsidiaries. The Company will make further announcement(s) on the update of this matter as and when appropriate in accordance with the Listing Rules.

By order of the Board
Allurefem Holding Limited
Heung Chung Sum

Chairman, Chief Executive Officer Executive Director

Hong Kong, 17 November 2023

As at the date of this announcement, the executive Directors are Mr. Heung Chung Sum and Mr. Chan Wai Hon Alan; the non-executive Directors are Ms. Heung Joe Yee and Ms. Heung Joe Tung; and the independent non-executive Directors are Dr. Ip Wai Hung, Mr. Ko, Wilson Wai Shun and Mr. Chan Chi Hang.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the “Latest Listed Company Information” page of the website of the Stock Exchange at www.hkexnews.hk for at least 7 days from the date of its publication and be posted on the website of the Company at www.tongkee.com.hk.