

ALLUREFEM HOLDING LIMITED

伊人壹方控股有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 8305)

BUSINESS UPDATE

Allurefem Holding Limited and together with its subsidiaries (the “Group”) announced that, the Group had employed Ms. Wang Tianwei, who is responsible for the development of business in Greater China region and the management of Prime Centric Limited (“Prime Centric”), a wholly-owned subsidiary of the Group, however the Group has never been able to reach her since January 2024. Based on the interests of the Group, the Group has terminated Ms. Wang’s employment in Prime Centric, nothing Ms. Wang did had anything to do with the Group.

By order of the Board
Allurefem Holding Limited
Heung Chung Sum
Chairman

Hong Kong, 15 March 2024

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.