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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)

(1) RESIGNATION OF EXECUTIVE DIRECTOR AND CHIEF FINANCIAL OFFICER; AND (2) CHANGE OF COMPANY SECRETARY, AUTHORISED REPRESENTATIVE UNDER THE GEM LISTING RULES AND AUTHORIZED REPRESENTATIVE UNDER THE COMPANIES ORDINANCE

RESIGNATION OF EXECUTIVE DIRECTOR AND CHIEF FINANCIAL OFFICER

The board (the “**Board**”) of directors (the “**Director(s)**”) of Allurefem Holding Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) hereby announces that, due to ongoing health issues, Mr. Chan Wai Hon, Alan (“**Mr. CHAN**”) had resigned as an executive Director and the chief financial officer (the “**Chief Financial Officer**”) of the Company, all with effect from 28 March 2024.

Mr. CHAN confirmed that he has no disagreement with the Board and there was no matter relating to his resignation that would need to be brought to the attention of the shareholders of the Company.

The Board would like to express sincere gratitude to Mr. CHAN for his outstanding contributions to the Company during his tenure of office and wish Mr. CHAN every success in his future.

CHANGE OF COMPANY SECRETARY, AUTHORISED REPRESENTATIVE UNDER THE GEM LISTING RULES AND AUTHORIZED REPRESENTATIVE UNDER THE COMPANIES ORDINANCE

The Board further announces that, with effect from 28 March 2024:

- (i) Mr. CHAN had resigned as the company secretary (the “**Company Secretary**”) of the Company, and ceased to act as an authorised representative of the Company (the “**Listing Rules Authorised Representative**”) under Rule 5.24 of the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited and an authorized representative of the Company (the “**CO Authorized Representative**”) to accept service

of process or notice on behalf of the Company in Hong Kong under Part 16 of the Companies Ordinance (Chapter 622 of the laws of Hong Kong); and

- (ii) Mr. Chau Yun Cheung Simon (“**Mr. CHAU**”) had been appointed as the Company Secretary, the Listing Rules Authorised Representative and the CO Authorized Representative.

Biography of Mr. CHAU

Mr. CHAU, aged 39, has joined the Group as the financial controller since July 2017. Mr. CHAU is responsible for overseeing financial management and regulatory compliance, as well as reporting obligations of the Group. Prior to joining the Group, Mr. CHAU had worked at Deloitte Touche Tohmatsu for approximately seven years from October 2010 to July 2017, where the last position he served was the audit manager of the audit department. Mr. CHAU has been admitted as a member of HKICPA since January 2014. Mr. CHAU obtained a degree of Master of Commerce in the field of professional accounting from the University of Queensland in July 2010 and a degree of Bachelor of Business with major in marketing from Queensland University of Technology in July 2008.

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

Hong Kong, 2 April 2024

As at the date of this announcement, the executive Director is Mr. Heung Chung Sum; 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 enquires, 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 day of its publication and on the Company’s website at www.tongkee.com.hk.