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ALLUREFEM HOLDING LIMITED

滙人壹方控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8305)

INSIDE INFORMATION

DISPOSAL OF SHARES BY THE CONTROLLING SHAREHOLDER

This announcement is made by Allurefem Holding Limited (the “**Company**”) pursuant to Rule 17.10(2) (a) of the Rules Governing the Listing of Securities on the GEM of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”) and the Inside Information Provisions (as defined under the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

DISPOSAL OF SHARES BY THE CONTROLLING SHAREHOLDER

The board (the “**Board**”) of directors of the Company (the “**Director(s)**”) was informed by Advanced Pacific Enterprises Limited (“**Advanced Pacific**”), a controlling shareholder (as defined in the GEM Listing Rules) of the Company, that on 17 January 2025 (after trading hours), it had entered into a sale and purchase agreement (the “**Agreement**”) with Mr. Xu Changcheng (the “**Purchaser**”), pursuant to which Advanced Pacific agreed to dispose of and the Purchaser agreed to purchase 300,000,000 shares of the Company (the “**Shares**”), representing approximately 23.8% of the total issued share capital of the Company as at the date of this announcement, at the consideration of HK\$48,000,000 (the “**Disposal**”).

Advanced Pacific has further informed the Company that, to the best of its knowledge, the Purchaser, save for his current holding of 1,800,000 Shares before the completion of the Disposal, is third party independent of and not connected with the Company and its connected persons (as defined in the GEM Listing Rules).

As at the date of this announcement, Advanced Pacific is wholly and beneficially owned by Mr. Heung Chung Sum, an executive Director and the chairman of the Board.

Upon completion of the Disposal, the Purchaser and Advanced Pacific will hold approximately 23.95% and 18.70% of the total issued share capital of the Company respectively, and therefore the Purchaser shall become the substantial shareholder (as defined under the GEM Listing Rules) and the single largest shareholder of the Company and Advanced Pacific shall cease to be the controlling shareholder (as defined under the GEM Listing Rules) of the Company but remain as the substantial shareholder (as defined under the GEM Listing Rules) of the Company.

The Board does not expect the Disposal to have any adverse effect on the business operations of the Group.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

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

Hong Kong, 17 January 2025

As at the date of this announcement, the executive Directors is Mr. Heung Chung Sum; the non-executive Directors are Ms. Heung Joe Yee and Mr. Liang Bin; 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 Company Announcements’ page of the GEM website at www.hkexnews.hk for at least 7 days from the day of its publication. This announcement, will also be published on the Company’s website at www.tongkee.com.hk.