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**SHENG TANG HOLDINGS LIMITED**  
**聖唐控股有限公司**

*(formerly known as Allurefem Holding Limited 伊人壹方控股有限公司)*

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 8305)**

**CHANGE OF COMPANY NAME; AND**  
**CHANGE OF STOCK SHORT NAME**

**CHANGE OF COMPANY NAME**

The Board is pleased to announce that the Certificate of Incorporation on Change of Name was issued by the Registrar of Companies in the Cayman Islands certifying the change of English name of the Company from “Allurefem Holding Limited” to “Sheng Tang Holdings Limited” and the change of the dual foreign name in Chinese of the Company from “伊人壹方控股有限公司” to “聖唐控股有限公司”, on 17 February 2025. The Certificate of Registration of Alteration of Name of Registered Non-Hong Kong Company was issued by the Registrar of Companies in Hong Kong on 7 March 2025 confirming the registration of the new English name “Sheng Tang Holdings Limited” and the new Chinese name “聖唐控股有限公司” in Hong Kong under Part 16 of the Companies Ordinance (Chapter 622 of the Laws of Hong Kong).

**CHANGE OF STOCK SHORT NAME**

Following the Change of Company Name becoming effective, the English and Chinese stock short names for trading in the Shares on the Stock Exchange will be changed from “ALLUREFEM HLDG” and “伊人壹方控股” to “ST HLDGS” and “聖唐控股”, with effect from 9:00 a.m. on 17 March 2025. The stock code of the Company remains as 8305.

**EFFECT OF THE CHANGE OF COMPANY NAME**

The Change of Company Name will not affect any rights of the Shareholders. All existing share certificates of the Company in issue bearing the former English and Chinese names of the Company will continue to be effective and as documents of title to the Shares and will continue to be valid for trading, settlement, registration and delivery purposes.

References are made to (i) the announcement of Sheng Tang Holdings Limited (formerly known as Allurefem Holding Limited) (the “**Company**”) dated 6 January 2025; (ii) the circular (the “**Circular**”) of the Company dated 15 January 2025 in relation to, among other things, the Change of Company Name; and (iii) the announcement of the Company dated 6 February 2025 in relation to the poll results of the extraordinary general meeting (the “**EGM**”) of the Company

held on 6 February 2025. Unless the context otherwise requires, capitalised terms used herein shall have the same meanings as those defined in the Circular.

## **CHANGE OF COMPANY NAME**

Pursuant to the approval of the Change of Company Name by the Shareholders at the EGM on 6 February 2025, the Board is pleased to announce that the Certificate of Incorporation on Change of Name was issued by the Registrar of Companies in the Cayman Islands certifying the change of English name of the Company from “Allurefem Holding Limited” to “Sheng Tang Holdings Limited” and the change of the dual foreign name in Chinese of the Company from “*滙人壹方控股有限公司*” to “*聖唐控股有限公司*”, on 17 February 2025. The Certificate of Registration of Alteration of Name of Registered Non-Hong Kong Company was issued by the Registrar of Companies in Hong Kong on 7 March 2025 confirming the registration of the new English name “Sheng Tang Holdings Limited” and the new Chinese name “*聖唐控股有限公司*” in Hong Kong under Part 16 of the Companies Ordinance (Chapter 622 of the Laws of Hong Kong).

## **CHANGE OF STOCK SHORT NAME**

Following the Change of Company Name becoming effective, the English and Chinese stock short names for trading in the Shares on the Stock Exchange will be changed from “ALLUREFEM HLDG” and “*滙人壹方控股*” to “ST HLDGS” and “*聖唐控股*”, with effect from 9:00 a.m. on 17 March 2025. The stock code of the Company remains as 8305.

## **EFFECT OF THE CHANGE OF COMPANY NAME**

The Change of Company Name will not affect any rights of the Shareholders or the daily business operation and/or its financial position of the Company.

All existing share certificates in issue bearing the former English and Chinese names of the Company of “Allurefem Holding Limited *滙人壹方控股有限公司*” will continue to be evidence of entitlement to such securities and the existing share certificates will continue to be effective and as documents of title to the Shares and will continue to be valid for trading, settlement, registration and delivery purposes. There will not be any arrangement for free exchange of the existing share certificates of the Company for new share certificates bearing the new English name and the new dual foreign name in Chinese. New certificates of securities will be issued only in the new English name and the new dual foreign name in Chinese.

By order of the Board  
**Sheng Tang Holdings Limited**  
**Heung Chung Sum**  
*Chairman and Executive Director*

Hong Kong, 12 March 2025

*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 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 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 website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk) on the "Latest Listed Company Information" page for at least 7 days from the date of its posting and the Company's website at [www.tongkee.com.hk](http://www.tongkee.com.hk).*