

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



King International Investment Limited

帝王國際投資有限公司

(formerly known as Life Healthcare Group Limited 蓮和醫療健康集團有限公司)

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 928)

VOLUNTARY ANNOUNCEMENT ENTERING INTO THE MEMORANDUM OF STRATEGIC COOPERATION

This announcement is made by King International Investment Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis, the purpose of which is to keep the shareholders and potential investors of the Company informed of the latest business developments of the Group.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that, on 27 April 2024, Allied Kingdom Holdings Limited, a direct wholly-owned subsidiary of the Company, and Mingyuan Business School Co., Ltd. * (明遠商學有限公司) (the “**Mingyuan**”) entered into a strategic cooperation framework agreement (the “**Framework Agreement**”) to establish the marketing and operation of the Group’s main businesses, including liquor and health-related products in Mainland China.

Pursuant to the Framework Agreement, Mingyuan will integrate its resource network and marketing capabilities in Mainland China to assist the Group in enhancing market penetration and extending brand value. Mingyuan will be responsible for conducting market research, brand promotion, channel development, and sales support for the Group’s designated products (including liquor and healthcare products) in Mainland China (excluding Hong Kong, Macau, and Taiwan). Mingyuan will also develop and submit an annual promotion plan, which will be executed after receiving written approval from the Group. Both parties will establish a monthly communication mechanism to share sales data and market feedback. The Group will provide product technical materials, compliance documents, and training support. The term of the Framework Agreement is three years from the effective date of the Framework Agreement.

Mingyuan is incorporated in Hong Kong with limited liability. It is principally engaged in marketing research, brand promotion, channel development, and sales support to serve enterprises with a variety of needs since 2017.

The Board considers that the Framework Agreement provides a valuable opportunity to the parties to leverage their respective resources and expertise and create mutual benefits and synergy to each other. It will achieve more efficient operations and enhance product offering and therefore further promote the liquor and healthcare business of the Group. Therefore, the Board is of the view that entering into the Framework Agreement is in the interest of the Company and its shareholders as a whole.

To the best of the knowledge, information and belief of the Board having made all reasonable enquiries, Mingyuan and its ultimate beneficial owners are third parties independent of the Company and its connected persons (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”)) of the Company. Further announcement(s) in relation to possible cooperation(s) will be made by the Company as and when appropriate in compliance with the Listing Rules.

Shareholders and/or potential investors of the Company are advised to exercise caution when dealing in the shares of the Company, and if they are in any doubt about their position, they should consult with their professional adviser(s).

By order of the Board
King International Investment Limited
Leng Yueyingtan
Chairman and Executive Director

Hong Kong, 28 April 2025

As at the date of this announcement, the Board comprises:

Executive Directors:

Mr. Leng Yueyingtan (*Chairman*)
Mr. Wang Mengyao
Mr. Man Wai Lun

Independent non-executive Directors:

Mr. Lou Tao
Mr. Wang Zhenyu
Mr. Liu Zhong

Non-executive Directors:

Mr. Li Li