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Ausupreme International Holdings Limited

澳至尊國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2031)

(1) RE-DESIGNATION OF MANAGING DIRECTOR; AND (2) APPOINTMENT OF VICE CHAIRMAN AND CO-CHIEF EXECUTIVE OFFICER

The Board announces that, with effect from 12 March 2021:

1. Mr. Choy Chi Fai has been re-designated from the managing Director to a Co-CEO and remains as the Chairman and an executive Director; and
2. Ms. Ho Ka Man, an executive Director, has been appointed as the Vice Chairman and a Co-CEO.

The board (the “**Board**”) of directors (the “**Directors**”) of Ausupreme International Holdings Limited (the “**Company**” together with its subsidiaries, the “**Group**”) hereby announces that:

RE-DESIGNATION OF MANAGING DIRECTOR

Mr. Choy Chi Fai (“**Mr. Choy**”) has been re-designated from the managing Director to a co-chief executive officer of the Company (“**Co-CEO**”) with effect from 12 March 2021. Mr. Choy remains as the chairman of the Board (the “**Chairman**”) and an executive Director.

Mr. Choy, aged 46, one of the founders of the Group, was appointed as a Director on 17 April 2015 and is currently the Chairman, an executive Director and a Co-CEO. Before re-designated to a Co-CEO, he was the managing Director. He is also a member of each of the Board’s remuneration committee (the “**Remuneration Committee**”) and nomination committee. In addition, Mr. Choy is a director of all of the subsidiaries of the Company

and Beatitudes International Ltd. (“**Beatitudes**”), a controlling shareholder of the Company. Mr. Choy is responsible for the overall direction and management of the Group. Before founding the Group in 2001, Mr. Choy had been engaged in the business of trading and distribution in Hong Kong. Mr. Choy has more than 15 years’ experience in marketing, distribution, wholesale and retail of health supplement products in Hong Kong, which he gained from the operation of the Group.

Mr. Choy obtained a Bachelor of Arts degree from the Hong Kong Baptist University in December 2000. He received a Diploma of Food and Nutritional Sciences from The Chinese University of Hong Kong in May 2010 and a Master of Arts degree in Comparative and Public History from the same university in December 2010, a Master of Christian Studies by Evangel Seminary in June 2018. Mr. Choy has also received the “Outstanding Entrepreneur Awards” from Capital Entrepreneur in February 2017.

Mr. Choy has been active in Hong Kong’s health food industry and business circles. He has been appointed as a council member of Hong Kong Health Food Association and an honorary president of The Cosmetic & Perfumery Association of Hong Kong Limited since 2010 and 2014, respectively. He has served as an Honourable Career Advisor of Hong Kong Baptist University Career Mentorship Programme since 2009, a programme adviser for Health & Applied Sciences Division of the School of Continuing and Professional Studies of The Chinese University of Hong Kong since September 2013 and a Mentor of Hong Kong Science and Technology Parks Corporation Mentorship Programme since 2019. Mr. Choy has also been a member of Small and Medium-sized Enterprises Mentorship Programme of the Employees Retraining Board since 2015, the Programme Management Committee of the Enterprise Support Programme of the Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund) since 2018 and Hong Kong Trade Development Council Mainland Business Advisory Committee since 2019.

In addition to his business achievement, Mr. Choy has taken active participation in Hong Kong’s education, social activities and development. Mr. Choy has been appointed to the public positions below:

- Member of The Future Stars — Upward Mobility Scholarship organized by the Hong Kong Special Administrative Region of the People’s Republic of China (“**HKSAR**”) Commission on Poverty since 2019;
- SC.Net member of the Community Investment and Inclusion Fund organized by HKSAR’s Labour and Welfare Bureau since 2020;
- Advisor of HKSAR Auxiliary Medical Service Officers’ Club in Kwai Tsing District since 2018;
- Assistant Liaison Officer II (KTY) of HKSAR Auxiliary Medical Service since 2018;

- Deputy Chief Supervisor of Hong Kong Road Safety Patrol (Deputy Commander, Mong Kok District) since 2019;
- Divisional Vice President for Hong Kong Island & Kowloon Youth Command of Hong Kong St. John Ambulance Brigade since 2018;
- Honorary President for Honorary President Council of Mong Kok District Junior Police Call since 2018;
- Chairman of Ning Po College Alumni Association Education Fund Executive Committee since 2010;
- Vice President of The Healthy Harmonious & Caring Campus Award Scheme in Kwun Tong District since 2018;
- Director of Tien Dao Publishing House Limited since 2017; and
- Director of Chinese Christian Herald Crusades (Hong Kong) since 2011.

Mr. Choy is the spouse of Ms. Ho Ka Man (the vice chairman of the Board (the “**Vice Chairman**”), an executive Director, a Co-CEO and the marketing director of the Group) and the brother-in-law of Mr. Ho Chun Kit, Saxony (an executive Director and the business development director of the Group).

Mr. Choy has entered into a service contract with the Company for a term of three years. Mr. Choy is entitled to receive a monthly remuneration of HK\$100,000, allowances, benefits in kind and a discretionary bonus. After the said re-designation, his remuneration remains unchanged. His remuneration is determined by the Board upon the Remuneration Committee’s recommendation by reference to his duties and responsibilities with the Company as well as the Company’s remuneration policy. Mr. Choy is subject to retirement by rotation and re-election pursuant to the articles of association of the Company (the “**Articles of Association**”).

APPOINTMENT OF VICE CHAIRMAN AND CO-CHIEF EXECUTIVE OFFICER

Ms. Ho Ka Man (“**Ms. Ho**”), an executive Director and the marketing director of the Group, has been appointed as the Vice Chairman and a Co-CEO with effect from 12 March 2021.

Ms. Ho, aged 46, one of the founders of the Group, was appointed as a Director on 17 April 2015 and is currently the Vice Chairman, an executive Director, a Co-CEO and the marketing director of the Group. She is also a director of Truth & Faith International Limited and certain other subsidiaries of the Company and a director of Beatitudes, a controlling shareholder of the Company. Ms. Ho is responsible for overseeing the operation of the marketing team of the Group and formulating marketing strategies and promotion plans. Before founding the Group in 2001, Ms. Ho had been engaged in the business of trading and distribution in Hong Kong. She has more than 15 years of experience in marketing of health supplement products in Hong Kong, which she gained from the operation of the Group. Ms. Ho has also received the award of “Outstanding Businesswomen Award 2017” by Hong Kong Commercial Daily and “GBA Outstanding Women Entrepreneur Award 2018” by Hong Kong Small and Medium Enterprises Association and Metro Finance. Under Ms. Ho’s leadership and supervision, the Group has successfully promoted the brand image and a comprehensive range of health products and has been awarded and recognized by different organizations in recent years.

Ms. Ho received a Higher Diploma of Fashion and Textile Merchandizing from the Hong Kong Polytechnic University in November 1997 and was awarded a Master of Christian Studies by Evangel Seminary in June 2018. She has been appointed as a mentor of the Small and Medium-sized Enterprises Mentorship Programme of the Employees Retraining Board since 2018.

Ms. Ho is the spouse of Mr. Choy Chi Fai (the Chairman, an executive Director and a Co-CEO), and the younger sister of Mr. Ho Chun Kit, Saxony (an executive Director and the business development director of the Group).

Ms. Ho has entered into a service contract with the Company for a term of three years. Ms. Ho is entitled to receive a monthly remuneration of HK\$100,000, allowances, benefits in kind and a discretionary bonus. After the said appointments, her remuneration remains unchanged. Her remuneration is determined by the Board upon the Remuneration Committee’s recommendation by reference to her duties and responsibilities with the Company as well as the Company’s remuneration policy. Ms. Ho is subject to retirement by rotation and re-election pursuant to the Articles of Association.

GENERAL

As at the date of this announcement, Beatitudes holds 562,500,000 shares of the Company (the “**Shares**”), representing approximately 73.82% of the entire issued share capital of the Company. Each of Mr. Choy and Ms. Ho (together as a group of the controlling shareholders) owns 50% of the issued share capital of Beatitudes. By virtue of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (“**SFO**”), each of Mr. Choy and Ms. Ho is deemed or taken to be interested in all the Shares which were beneficially owned by Beatitudes for the purpose of the SFO.

Save as disclosed above, as at the date of this announcement, each of Mr. Choy and Ms. Ho (a) has not held any directorship in any other public companies, the securities of which are listed in Hong Kong or overseas in the last three years; (b) does not have any relationship with any other Directors, senior management, substantial shareholders or controlling shareholders (the latter two terms as respectively defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**” and the “**Listing Rules**”, respectively)) of the Company; (c) does not hold any other major positions in the Group; and (d) does not have or is not deemed to have any other interests or short positions in any shares, underlying shares or debentures of the Company or any of its associated corporations within the meaning of Part XV of the SFO.

Save as disclosed herein, there are no matters concerning the re-designation of Mr. Choy as a Co-CEO and the appointment of Ms. Ho as the Vice Chairman and a Co-CEO that need to be brought to the attention of the shareholders of the Company or the Stock Exchange nor is there any information that is required to be disclosed pursuant to Rule 13.51(2)(h) to (v) of the Listing Rules.

By order of the Board
Ausupreme International Holdings Limited
Choy Chi Fai

Chairman, Executive Director and Co-Chief Executive Officer

Hong Kong, 12 March 2021

As at the date of this announcement, the Board comprises four executive Directors, namely Mr. Choy Chi Fai (Chairman and Co-Chief Executive Officer), Ms. Ho Ka Man (Vice Chairman and Co-Chief Executive Officer), Mr. Ho Chun Kit, Saxony and Mr. Au Chun Kit; and three independent non-executive Directors, namely Prof. Luk Ting Kwong, Mr. Ko Ming Kin and Dr. Wan Cho Yee.

In case of any inconsistency between the English and Chinese versions, the English text of this announcement shall prevail over the Chinese text.