

ENTRY INTO A NON-BINDING MEMORANDUM OF UNDERSTANDING

1. INTRODUCTION

The Board of Directors (the "**Board**") of Mary Chia Holdings Limited (the "**Company**", together with its subsidiaries, referred to as the "**Group**") wishes to announce that the Company has on 2 April 2024 entered into a non-binding memorandum of understanding (the "**MOU**") with Hong Choi International Limited ("**Hong Choi Int**"), to establish a basis of co-operation and collaboration in the sales and marketing of selling energy capsules and medical beauty products in Singapore, Hong Kong and South East Asia ("**SEA**") ("**Proposed Collaboration**").

2. INFORMATION ON HONG CHOI INTERNATIONAL LIMITED

Hong Choi Int is incorporated in Hong Kong with its registered office at Room 1006A Hollywood Plaza, 610 Nathan Road, Mongkok Kowloon, Hong Kong.

Hong Choi Int's principal activity is retailing and wholesaling health products, while also providing consultation services to customers. It is a health technology company specialising in the production and processing of new health materials, as well as providing health service platforms. Based in Hong Kong, the company operates both online and offline health service platforms, catering to a global audience. With a robust foundation, the 'Hong Choi' ecosystem serves as a gateway for diverse health and wellness initiatives, aiming to propagate a novel consumer ideology of borderless marketing both online and offline, with a vision of benefiting countless households with wellness.

3. RATIONALE FOR THE COLLABORATION

The Group has been actively exploring various business opportunities to enhance its revenue streams. This includes but is not limited to exploring potential collaborations with international partners, aligning with the Company's strategy to expand into overseas markets and drive beauty product sales. This strategic move aims to provide access to new customer bases in markets that might otherwise be challenging to reach.

Hong Choi Int possesses valuable insights into local preferences, regulations, and market trends. The Proposed Collaboration could help the Company tailor its products and marketing strategies to better resonate with target markets. Additionally, it could provide access to resources such as distribution networks, market research, and expertise in logistics and marketing strategies. Accordingly, the Proposed Collaboration offers the potential for both parties to maximise the reach of beauty brands effectively.

Considering these factors, the Board has determined that Hong Choi Int, given its involvement in the sales and distribution of health products, presents synergies with the Group. The Board believes that the Proposed Collaboration provides an opportunity for the Group to enhance its revenue streams through a collaboration with an international partner and ultimately create value for shareholders.

4. FURTHER INFORMATION

Discussions between the parties regarding the Proposed Collaboration are ongoing, and as of the date of this announcement, no binding agreement has been entered into between the parties.

The MOU, being non-binding (save for provisions relating to cost and expense, confidentiality and governing law), will serve as the understanding for the preparation of the definitive agreement. Each Party will negotiate in good faith and use their best efforts to arrive at a mutually acceptable definitive agreement (the "**Definitive Agreement**") in relation to the Proposed Collaboration.

There is no assurance or certainty that such a Definitive Agreement will be entered into or reached or that such matters will be proceeded with.

The Company will make further update announcements via SGXNet in relation to the MOU and the Proposed Collaboration (if any) as appropriate or when there are material developments with respect to the same, including the signing of any Definitive Agreement (if any).

5. FINANCIAL EFFECTS

The Proposed Collaboration is not anticipated to have a material impact on the net tangible assets per share of the Company or the earnings per share of the Company for the current financial year ending on 31 March 2024. However, should there be any material impact, the Company will issue a separate announcement on SGXNet regarding the financial implications in due course.

6. INTEREST OF DIRECTORS AND SUBSTANTIAL SHAREHOLDERS

As at the date hereof, none of the Directors or controlling shareholders of the Company has any interest, direct or indirect, in the MOU, save through their respective shareholdings in the Company (if any).

7. CAUTIONARY STATEMENT

Shareholders and potential investors should note that the MOU is non-binding in nature, and the Proposed Collaboration is subject to the execution of the relevant Definitive Agreement by the parties. There is no certainty or assurance that any Project(s) or any definitive agreements will be entered into or that the Proposed Collaboration will come to fruition.

Shareholders and potential investors are advised to read this announcement and any further announcements by the Company carefully. Shareholders and potential investors are advised to refrain from taking any action with respect to their securities in the Company that may be prejudicial to their interests and to exercise caution when dealing in the securities of the Company. In the event of any doubt, Shareholders and potential investors should consult their stockbrokers, bank managers, solicitors, accountants or other professional advisors.

BY ORDER OF THE BOARD

Wendy Ho

Chief Executive Officer
2 April 2024

This announcement has been reviewed by the Company's Sponsor, Evolve Capital Advisory Private Limited (the "**Sponsor**"). It has not been examined or approved by the Singapore Exchange Securities Trading Limited (the "**SGX-ST**"), and the SGX-ST assumes no responsibility for the contents of this announcement, including the correctness of any of the statements or opinions made or reports contained in this announcement.

The contact person for the Sponsor is Mr Jerry Chua (Tel: (65) 6241 6626), at 138 Robinson Road, Oxley Tower, #13-02, Singapore 068906.