LIFEBRANDZ LTD

(Incorporated in Singapore) (Company Registration No. 200311348E)

PROPOSED PLACEMENT OF 167,000,000 NEW ORDINARY SHARES BY THE COMPANY

-TERMINATION OF THE PLACEMENT AGREEMENT-

The board of directors (the "**Board**") of Lifebrandz Ltd (the "**Company**" and together with its subsidiaries, the "**Group**") refers to the announcements by the Company dated 18 November 2016, 15 December 2016, 22 December 2016 and 23 January 2017 in relation to the proposed placement of 167,000,000 new ordinary shares. Unless otherwise defined, all capitalized terms used in this announcement shall bear the same meanings as per the previous announcements.

The Board wishes to announce that the proposed placement of 167,000,000 new ordinary shares has been terminated by mutual agreement of the parties and accordingly, the placement agreement will no longer have any effect and the parties shall have no further obligations or claims against each other thereunder.

The termination of the placement agreement is not expected to have any material effect on the Company's performance for the financial year ending 31 July 2017.

Shareholders are advised to exercise caution in trading their Shares. Shareholders should consult their stock brokers, bank managers, solicitors or other professional advisors if they have any doubt about the actions they should take.

By Order of the Board

Chng Weng Wah Chief Executive Officer / Executive Director

Date: 21 February 2017

This announcement has been reviewed by the Company's sponsor, RHT Capital Pte. Ltd. (the "Sponsor"), for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited ("SGX-ST"). The Sponsor has not independently verified the contents of this announcement.

This announcement has not been examined or approved by 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 details of the contact person for the Sponsor is: -Name: Mr. Nathaniel C.V. (Registered Professional, RHT Capital Pte. Ltd.) Address: Six Battery Road, #10-01, Singapore 049909 Tel: 6381 6946