LIFEBRANDZ LTD.

(Company Registration No. 200311348E) (Incorporated in the Republic of Singapore)

RECEIPT OF DEMAND LETTER

The Board of Directors ("Board") of LifeBrandz Ltd. ("Company" and together with its subsidiaries, the "Group") wishes to announce that Cloud Eight Pte. Ltd., a wholly-owned subsidiary of the Group, has on 14 June 2019 received a letter of demand dated 11 June 2019 from the solicitors acting for Fuse Design Pte. Ltd. for payment of the sum of S\$199,695.90 ("Fuse Design Claim") in relation to outstanding payables amount for a renovation contract made in 2018.

The Company intends to dispute the Fuse Design Claim and is currently seeking formal legal advice on this matter.

The claim amount will not materially nor adversely affect the financial position of the Group taken as a whole.

The Company will release further announcements to update its shareholders on any material developments in relation to the Fuse Design Claim as and when appropriate.

Shareholders are advised to read this announcement and any further announcements by the Company carefully. Shareholders are advised to refrain from taking any action in respect of their securities in the Company which 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 should consult their stockbrokers, bank managers, solicitors, accountants or other professional advisers.

BY ORDER OF THE BOARD

Saito Hiroyuki Executive Chairman & Chief Executive Officer 17 June 2019

This announcement has been reviewed by the Company's sponsor, SAC Capital Private Limited (the "Sponsor"). This announcement has not been examined or approved by the Singapore Exchange Securities Trading Limited ("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 Ms Lee Khai Yinn (Tel: (65) 6232 3210), at 1 Robinson Road, #21-00 AIA Tower, Singapore 048542.