LIFEBRANDZ LTD

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

SALE AND PURCHASE OF SHARES IN THE COMPANY

The Board of Directors (the "**Board**') of Lifebrandz Ltd, (the "**Company**") wishes to announce that it has come to the Board's attention that Mr. Chng Weng Wah ("**Mr. Chng**") who is the CEO/Executive Director of the Company and Ms. Chan Hui Lan Catherine ("**Ms. Chan**") who is a substantial shareholder of the Company, had on 17 April 2017 entered into a sale and purchase agreement ("**SPA**") with Bounty Blue Capital Ltd, a company incorporated under the laws of British Virgin Island (the "**Purchaser**"), to sell their entire shareholding interest of 279,789,000 ordinary shares of the Company, representing 9.14% of share capital in the Company to the Purchaser.

Further, completion of the SPA is subject to the fulfilment of certain conditions and is expected to take place on 21 April 2017 or such other date as the Parties may mutually agree in writing.

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: 18 April 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 6757