Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

This announcement is for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for the securities of the Company.

CHINA NEW CONSUMPTION GROUP LIMITED

中國新消費集團有限公司

(Formerly known as "STATE INNOVATION HOLDINGS LIMITED 國科控股有限公司")
(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8275)

EFFECTIVE DATE OF THE CAPITAL REDUCTION OF ISSUED SHARES, SHARE PREMIUM REDUCTION AND SUB-DIVISION OF UNISSUED SHARES

Reference is made to the circular of China New Consumption Group Limited (the "Company") dated 3 May 2023 (the "Circular"), the announcement dated 18 May 2023, 29 June 2023, 4 July 2023 and 5 July 2023, in relation to, among other things, the Capital Reduction, the Share Premium Reduction and the Sub-division. Unless otherwise defined, capitalised terms used herein shall have the same meanings as those defined in the Circular.

EFFECTIVE DATE OF THE CAPITAL REDUCTION, SHARE PREMIUM REDUCTION AND SUB-DIVISION OF UNISSUED SHARES AND REVISED EXPECTED TIMETABLE

The Board is pleased to announce that a copy of the order confirming the Capital Reduction and the minute approved by the Court containing the particulars required under the Companies Act with respect to the Capital Reduction were filed and duly registered with the Registrar of Companies in the Cayman Islands on 30 June 2023 (Cayman Islands time). The Company further announces that all the other conditions precedent for the implementation of the Capital Reduction, the Share Premium Reduction and the Sub-division have been fulfilled. The Capital Reduction and the Sub-division shall become effective before 9:00 a.m. on Thursday, 6 July 2023 and the dealing in the New Shares shall commence at 9:00 a.m. on Thursday, 6 July 2023 (Hong Kong time).

FREE EXCHANGE OF SHARE CERTIFICATES

Shareholders may, during the period from 9:00 a.m. on Thursday, 6 July 2023 to 4:30 p.m. on Friday, 11 August 2023 (both days inclusive), submit the existing share certificates for the Shares (in blue colour) to the Registrar at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong to exchange, at the expense of the Company, for new share certificates of the New Shares (in green colour). All existing certificates of the Shares will continue to be evidence of title to such Shares and be valid for delivery, trading and settlement purpose.

By Order of the Board

China New Consumption Group Limited

Tang Kwai Leung Stanley

Chairman and Executive Director

Hong Kong, 5 July 2023

As at the date of this announcement, the Board comprises Mr. Tang Kwai Leung Stanley as executive Director; and Mr. He Dingding, Ms. Chan Tsz Hei Sammi and Ms. Liu Ching Man as independent non-executive Directors.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM of the Stock Exchange for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain of the website of the Stock Exchange at www.hkexnews.hk on the "Latest Listed Company Information" page for at least 7 days from the date of its posting. This announcement will also be published and remains on the website of the Company at www.beavergroup.com.hk.