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KWG Living Group Holdings Limited

合景悠活集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 3913)

VOLUNTARY ANNOUNCEMENT

(1) UNUSUAL PRICE AND TRADING VOLUME MOVEMENT; AND (2) INTENTION TO CONDUCT ON-MARKET SHARE REPURCHASE

UNUSUAL PRICE AND TRADING VOLUME MOVEMENT

The board (the “**Board**”) of directors (the “**Directors**”) of KWG Living Group Holdings Limited (the “**Company**”) has noted the unusual movement in the trading price and the increase in the trading volume of the shares of the Company (the “**Shares**”) since 26 July 2021. Having made such enquiry with respect to the Company as is reasonable in the circumstances, the Board confirms that it is not aware of any reasons for these price and volume movements or of any information which must be announced to avoid a false market in the Company’s securities or of any inside information that needs to be disclosed under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

INTENTION TO CONDUCT ON-MARKET SHARE REPURCHASE

The Board believes that the Shares have been trading at a price level which does not fully reflect the underlying value of the Company. As such, depending on the market conditions and the Company’s actual needs at the relevant time, the Board may repurchase a maximum of 201,781,023 Shares, representing 10% of the total number of issued Shares on the date of the annual general meeting of the Company held on 3 June 2021 (the “**AGM**”), in the open market in accordance with the general mandate granted by the shareholders of the Company (the “**Shareholders**”) at the AGM. The Company will conduct the repurchase of Shares in compliance with the memorandum and articles of association of the Company, the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”), the Codes on Takeovers and Mergers and Share Buy-backs, the Companies Law of the Cayman Islands and all other applicable laws and regulations.

The Board believes that the repurchase of Shares will demonstrate the Company's confidence in its long-term business prospects, which will in turn benefit the Company and will also be in the interest of the Company and the Shareholders as a whole. The Board also believes that the Company is in a stable financial position and is able to maintain sufficient financial resources to meet the needs of its continuous business growth while carrying out the repurchase of Shares.

The Board will continue to monitor the market conditions and will repurchase Shares in the open market in compliance with the Listing Rules at appropriate times following the publication of the interim results of the Company for the six months ended 30 June 2021 in accordance with the requirements under Rule 10.06 of the Listing Rules.

Shareholders and potential investors of the Company are advised that the repurchase of Shares is subject to the sole discretion of the Board based on the market conditions and that no assurance can be given as to the timing, quantity or price of any repurchase. As such, Shareholders and potential investors of the Company are advised to exercise caution when dealing in the securities of the Company.

By order of the Board
KWG Living Group Holdings Limited
KONG Jianmin
Chairman

Hong Kong, 28 July 2021

As at the date of this announcement, the Board of Directors of the Company comprises Mr. KONG Jianmin (Chairman) as Non-executive Director; Mr. KONG Jiannan (Chief Executive Officer), Ms. YANG Jingbo and Mr. WANG Yue as Executive Directors; and Ms. LIU Xiaolan, Mr. FUNG Che Wai, Anthony and Ms. NG Yi Kum as Independent Non-executive Directors.