

15 July 2019

MiLOC GROUP LIMITED
("MiLOC" or the "Company")

Launch of Tmall's first Celebrities' Exclusive Stores for AKFS+ products

MiLOC Group Limited is pleased to announce that the Company has launched Tmall's first of its Celebrities' Exclusive Stores. The Aaron Kwok exclusive Tmall store ("the Store") will sell Aaron Kwok's Celebrity-Branded products AKFS+ ("the Products"). The Products consist of nourishing shampoo, refreshing shampoo and nourishing repair treatment.

The grand opening of the Store and launch of the Products on Tmall was at Hangzhou Alibaba headquarters on 4th July 2019, when a strategic cooperating ceremony was held between MiLOC and the Alibaba team.

Immediately after the ceremony, Aaron Kwok and one of top selling key opinion leaders in China, Mr. Xin Youzhi, broadcasted a live show together to introduce the Products. 150,000 bottles of the Products were sold out within five seconds instantly after both Aaron Kwok and Mr. Xin announced the opening of the Store.

Aaron Kwok became the number one search on Weibo (<https://www.weibo.com/login.php>), achieving 340 Million views for this event.

The Company will continue to pursue marketing activities and partnerships to ensure maximum media exposure of the Products, which includes both online and offline marketing to boost the sales in the coming years.

Background

Tmall (www.tmall.com)

Tmall is a Chinese-language website for business-to-consumer (B2C) online retail, a business of the Alibaba Group, and is China's largest third-party platform for local Chinese and International brands and retailers to sell brand name goods to consumers on mainland China, Hong Kong, Macau and Taiwan. It has over 500 million monthly active users, as of February 2018. It is the world's seventh most visited website according to Alexa (the virtual digital assistant developed by Amazon).

Mr. Kwok Fu Shing, Aaron Kwok

Aaron Kwok has been active from the 1980s. He is considered as one of the Hong Kong's Four Superstars. He first earned his popularity in the entertainment industry and won the hearts of fans across Asia with his sensational dancing moves and his amazing voice. As an all-round artist, Aaron's talent is not only limited to dancing and singing. In recent years, Aaron has proven to be a shining actor on the silver screen and he has twice been awarded the Golden Horse Award Best Actor Award. There are a total of over 12 million fans in Aaron's Sina Weibo. Weibo is a Chinese microblogging website and is one of the most popular social media sites in China.

AKFS+ Products

The new TCM hair care products which contain traditional Chinese herbal ingredients (“the Products”) that were launched by one of the Company’s wholly owned subsidiaries, MiLOC Pharmaceutical (HK) Limited, on 16 December 2017 in Hong Kong. The products were collaborated and worked together with Aaron Kwok.

The directors of the Company accept responsibility for the contents of this announcement.

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