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## **Alpha Professional Holdings Limited**

**阿爾法企業控股有限公司 \***

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 948)**

### **VOLUNTARY ANNOUNCEMENT**

#### **LICENSING OF RIGHTS ON “BUBS SUPREME” TRADEMARKS**

This announcement is made by Alpha Professional Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to keep its shareholders and potential investors of the Company abreast of the latest business development of the Group.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that Alice Trading Limited (“**Alice Trading**”, a wholly-owned subsidiary of the Company) formed a joint venture with Bubs Australia Limited (“**Bubs Australia**”), namely, Bubs Supreme Partner Pty Ltd (the “**JV Company**”), which shall be owned as to 49% by Alice Trading and 51% by Bubs Australia, and shall operate as the exclusive licensee of certain trademarks with the name “Bubs Supreme” (the “**Bubs Trademarks**”) owned by Bubs IP Pty Ltd (“**Bubs IP**”, a subsidiary of Bubs Australia). On 2 August 2022, the JV Company entered into a trademark licence deed with Bubs IP and was granted by Bubs IP an exclusive, royalty-free and sub-licensable licence to use the Bubs Trademarks in the People’s Republic of China, Hong Kong, Macau and Taiwan (the “**Permitted Territory**”) for the purpose of advertising, marketing and distributing the infant nutrition products manufactured and supplied by Bubs Australia or its affiliates (the “**Bubs Products**”). The licence is perpetual unless terminated earlier in accordance with the terms of the trademark licence deed, and is permitted to be sub-licensed by the JV Company to (i) Alice Trading without Bubs IP’s consent; or (ii) Bubs IP, and further sub-licensed by Bubs IP to Bubs Australia and its subsidiaries without the JV Company’s consent.

Subsequent to the licensing of rights on the Bubs Trademarks by Bubs IP to the JV Company, on 2 August 2022, the JV Company correspondingly sub-licensed the use of the Bubs Trademarks to Alice Trading, on a non-exclusive, royalty-free and perpetual basis, in the Permitted Territory for the same purpose of advertising, marketing and distributing the Bubs Products.

As at the date of this announcement, to the best knowledge, information and belief of the Directors having made all reasonable enquiries, Bubs Australia, Bubs IP and their respective beneficial owners are all third parties independent of the Company and its connected persons. Neither the obtaining of the licence to use the Bubs Trademarks by the Group nor the formation of the JV Company with Bubs Australia constitute a notifiable transaction for the Company under Chapter 14 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

As the Group is principally engaged in trading of milk powder and baby foods under various milk powder brands including “Bubs”, and is one of the major customers of Bubs Australia, the Directors consider that the licensing of rights on the Bubs Trademarks gives the JV Company and the Group the right to use the Bubs Trademarks perpetually and free of royalty fee, and facilitates the promotion of the Bubs Products in the Permitted Territory, which may potentially lead to better sales performance of the Group and contribute positively to the Group’s financial results. The formation of the joint venture and the grant of a licence to the JV Company by Bubs IP to use the Bubs Trademarks further strengthen the business cooperation between the Group and Bubs Australia. In the event that the brand name of the Bubs Products becomes more well-received, the value of the JV Company, being the exclusive licensee of the Bubs Trademarks in the Permitted Territory, is likely to be enhanced, in which the Group has a 49% shareholding interest.

On behalf of the Board of  
**Alpha Professional Holdings Limited**  
**XIONG Jianrui**  
*Chairman*

Hong Kong, 2 August 2022

*As at the date of this announcement, the executive Directors are Mr. Xiong Jianrui, Mr. Yi Peijian, Mr. Chen Zeyu and Mr. Chen Xu and the independent non-executive Directors are Mr. Li Chak Hung, Mr. Choi Kin Man and Mr. Ngai Wah Sang.*

\* *For identification purpose only*