

AM GROUP HOLDINGS LIMITED

秀商時代控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(於開曼群島註冊成立之有限公司)

(Stock Code: 1849)

(股份代號：1849)

NOTIFICATION LETTER 通知信函

27 October 2023

Dear Registered Shareholder(s),

AM Group Holdings Limited (the "Company")

— Notice of Publication of (1) the annual report for the year ended 30 June 2023, (2) the circular dated 27 October 2023 including notice of 2023 annual general meeting and (3) proxy form (collectively the "Current Corporate Communications")

The English and Chinese versions of the Current Corporate Communication is available on the website of the Company at www.amgroup Holdings.com and the website of Hong Kong Exchanges and Clearing Limited (the "HKEx") at www.hkexnews.hk. You may access the Current Corporate Communication through the websites of the Company and HKEx.

Shareholders who have chosen (or are deemed to have consented) to access the Company's corporate communications* published on the website of the Company in place of receiving printed copies may request for printed copies of the corporate communications to be sent to them. Shareholders who for any reason have difficulty in accessing the Current Corporate Communication posted on the website of the Company will, upon request in writing to the Company c/o Tricor Investor Services Limited, the branch share registrar and the transfer office of the Company in Hong Kong (the "Share Registrar"), at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong or by email to 1849-ecom@hk.tricorglobal.com, be sent the Current Corporate Communication in printed form free of charge.

If you wish to receive printed version(s) of the Current Corporate Communication, please complete Part A of the Change Request Form on the reverse side of this letter and return it to the Company c/o the Share Registrar by using the mailing label (applicable for posting within Hong Kong only) or by email to 1849-ecom@hk.tricorglobal.com. The Change Request Form may also be downloaded from the website of the Company at www.amgroup Holdings.com or the website of HKEx at www.hkexnews.hk.

You are entitled to change the choice of means of receipt and/or language of the Company's future corporate communications at any time by completing Part B of the Change Request Form on the reverse side of this letter and returning it to the Company c/o the Share Registrar at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong or by email to 1849-ecom@hk.tricorglobal.com.

Should you have any questions in relation to this letter, please call the dial-up hotline at (852) 2980 1333 during business hours (9:00 a.m. to 5:00 p.m., Monday to Friday, excluding Hong Kong public holidays).

Yours faithfully,
For and on behalf of
AM Group Holdings Limited
Teo Li Lian

Co-Chairlady, Executive Director and Chief Executive Officer

* Corporate communications mean any document(s) issued or to be issued by the Company for the information or action of holders of any of its securities, which include but are not limited to (a) directors' report, its annual accounts together with a copy of the auditor's report and, where applicable, its summary financial report; (b) interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

致列位登記股東：

秀商時代控股有限公司(「本公司」)

— (1)截至2023年6月30日止年度之年報，(2)日期為2023年10月27日之通函(包括2023年股東週年大會通告)及(3)代表委任表格(統稱「本次公司通訊」)之發佈通知

本次公司通訊之中、英文版本已上載於本公司網站www.amgroup Holdings.com及香港交易所網站www.hkexnews.hk。閣下可透過本公司及香港交易所網站瀏覽本次公司通訊。

凡已選擇(或被視為已同意)瀏覽在本公司網站登載之本公司之公司通訊*以代替收取印刷本之股東，均可要求索取公司通訊之印刷本。股東如因任何理由瀏覽於本公司網站登載之本次公司通訊時遇有困難，可透過卓佳證券登記有限公司(為本公司於香港之股份過戶登記分處)(「股份過戶登記處」)向本公司提出書面要求，地址為香港夏慤道16號遠東金融中心17樓或電郵至1849-ecom@hk.tricorglobal.com，可獲免費發送本次公司通訊之印刷本。

如閣下欲收取本次公司通訊印刷本，請填妥在本函背面之變更申請表格之甲部，並使用郵寄標籤(僅適用於香港投寄)透過股份過戶登記處寄回至本公司或電郵至1849-ecom@hk.tricorglobal.com。變更申請表格亦可於本公司網站www.amgroup Holdings.com或香港交易所網站www.hkexnews.hk內下載。

閣下有權隨時更改日後公司通訊之收取方式及/或語言版本之選擇，需填寫本函背面之變更申請表格之乙部，然後送回股份過戶登記處，地址為香港夏慤道16號遠東金融中心17樓或電郵至1849-ecom@hk.tricorglobal.com，以通知本公司。

倘若閣下有任何與本函內容有關的疑問，請於辦公時間內(星期一至星期五(香港公眾假期除外)上午9時正至下午5時正)致電電話熱線(852) 2980 1333查詢。

代表
秀商時代控股有限公司
聯席主席、執行董事及行政總裁
張麗蓮
謹啟

2023年10月27日

* 公司通訊指本公司發出或將予發出以供本公司任何證券的持有人參照或採取行動的任何文件，包括但不限於：(a)董事會報告、年度賬目連同核數師報告及(如適用)財務摘要報告；(b)中期報告及(如適用)中期摘要報告；(c)會議通告；(d)上市文件；(e)通函；及(f)代表委任表格。

CHANGE REQUEST FORM 變更申請表格

To: **AM Group Holdings Limited (the "Company")**
(Stock Code: 1849)
c/o Tricor Investor Services Limited
17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong

致: **秀商時代控股有限公司 (「本公司」或「貴公司」)**
(股份代號: 1849)
經卓佳證券登記有限公司
香港夏慤道16號遠東金融中心17樓

Part A I/We have received the Current Corporate Communication in English/Chinese or have elected (or am/are deemed to have elected) to receive the Current Corporate Communication in electronic form on the Company's website. I/We would like to request the printed version(s) of the Current Corporate Communication in the manner as indicated below:
甲部 本人/吾等已收取本次公司通訊之英文/中文印刷本或已選擇(或被視為已選擇)收取於本公司網站登載的本次公司通訊電子版本。本人/吾等現欲索取下列所示之本次公司通訊印刷本:

(Please mark a "✓" in **ONLY ONE** of the following boxes 請僅在下列其中一個空格內劃上「✓」號)

- to receive the **printed English version** of the Current Corporate Communication; **OR**
收取本次公司通訊之英文印刷本; 或
- to receive the **printed Chinese version** of the Current Corporate Communication; **OR**
收取本次公司通訊之中文印刷本; 或
- to receive both **printed English and Chinese versions** of the Current Corporate Communication.
同時收取本次公司通訊之英文及中文印刷本。

Part B I/We would like to change the choice of language or means of receipt of all future corporate communications of the Company in the manner as indicated below:
乙部 本人/吾等現欲更改選擇有關本公司日後刊發的所有公司通訊之語言版本或收取途徑如下:

(Please mark a "✓" in **ONLY ONE** of the following boxes 請僅在下列其中一個空格內劃上「✓」號)

- to access all future corporate communications by electronic means through the Company's website at **www.amgroupholdings.com** instead of receiving printed copies, and to receive a notification of the publication of the corporate communications on the Company's website; **OR**
透過本公司網站**www.amgroupholdings.com**以電子方式存取所有日後公司通訊, 以代替收取印刷本, 並收取公司通訊已在本公司網站登載之通知; 或
- to receive the **printed English version** of all future corporate communications only; **OR**
僅收取所有日後公司通訊之英文印刷本; 或
- to receive the **printed Chinese version** of all future corporate communications only; **OR**
僅收取所有日後公司通訊之中文印刷本; 或
- to receive both **printed English and Chinese versions** of all future corporate communications.
同時收取所有日後公司通訊之英文及中文印刷本。

Shareholder's full name
股東全名:

(Please use **ENGLISH BLOCK LETTERS** 請用英文正楷填寫)

Signature
簽名:

Address
地址:

(Please use **ENGLISH BLOCK LETTERS** 請用英文正楷填寫)

Contact telephone number
聯絡電話號碼:

Date
日期:

Notes 附註:

- Please complete all your details clearly. Any Change Request Form that has not been completed clearly or otherwise incorrectly completed will be void at the discretion of the Company.
請 閣下清楚填寫所有資料。本公司將有酌情權決定任何未有清楚填寫或填寫不正確之變更申請表格無效。
- If your shares are held in joint names, the Shareholder whose name stands first on the register of members of the Company in respect of the joint holding should sign on this Change Request Form in order to be valid.
如屬聯名股東, 則本變更申請表格須由該名於本公司股東名冊上就聯名持有股份其姓名位列首位的股東簽署, 方為有效。
- For the avoidance of doubt, the Company does not accept any special instructions written on this Change Request Form.
為免存疑, 本公司概不接受於本變更申請表格上書寫之任何額外指示。

PERSONAL INFORMATION COLLECTION STATEMENT 收集個人資料聲明

- (i) "Personal Data" in this statement has the same meaning as "personal data" defined in the Personal Data (Privacy) Ordinance, Cap 486 (the "PDPO"), which may include but not limited to your name, contact telephone number and mailing address.
本聲明中之「個人資料」相等於《個人資料(私隱)條例》(第486章)(「《私隱條例》」)所定義之「個人資料」, 當中可能包括但不限於 閣下之姓名、聯絡電話號碼及郵寄地址。
- (ii) Your supply of Personal Data is on a voluntary basis for the purpose of receiving the Current Corporate Communication in the manner chosen. Your Personal Data will be retained for such period as may be necessary for our verification and record purposes.
閣下是自願提供個人資料, 以便按 閣下選擇之方式收取本次公司通訊。本公司將在有需要之期間, 保存 閣下之個人資料作核實及記錄用途。
- (iii) You have the right to request access to and/or correction of the respective Personal Data in accordance with the provisions of the PDPO. Any such request for access to and/or correction of the Personal Data should be in writing addressed to the Privacy Compliance Officer of Tricor Investor Services Limited at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong or by email to is-enquiries@hk.tricorglobal.com. 閣下有權根據《私隱條例》中的條款, 查閱及/或修改 閣下之個人資料。任何相關查閱及/或修改個人資料之要求均須以書面方式郵寄至香港夏慤道16號遠東金融中心17樓或電郵至 is-enquiries@hk.tricorglobal.com向卓佳證券登記有限公司的私隱事務主任提出。

Please cut the mailing label and stick it on an envelope to return this Change Request Form to us.
閣下寄回此變更申請表格時, 請將郵寄標籤剪貼於信封上。
No postage stamp is required if posted in Hong Kong.
如在本港投寄, 毋須貼上郵票。

Mailing Label 郵寄標籤

Tricor Investor Services Limited
卓佳證券登記有限公司
Freepost No. 簡便回郵號碼: 10 GPO
Hong Kong 香港
AM Group Holdings Limited (1849)
秀商時代控股有限公司 (1849)