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DOMINATE GROUP HOLDINGS COMPANY LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 8537)

PROPOSED CHANGE OF COMPANY NAME

The board of directors (the “**Board**”) of Dominate Group Holdings Company Limited (the “**Company**” together with its subsidiaries the “**Group**”) proposes to change the English name of the Company from “Dominate Group Holdings Company Limited” to “Chong Fai Jewellery Group Holdings Company Limited” and to adopt “創輝珠寶集團控股有限公司” as its dual foreign name in Chinese (the “**Proposed Change of Company Name**”).

Conditions for the Proposed Change of Company Name

The Proposed Change of Company Name is subject to the following conditions:

1. the passing of a special resolution by the shareholders of the Company at an extraordinary general meeting of the Company (the “**EGM**”) to consider and, if thought fit, approve the Proposed Change of Company Name; and
2. the Registrar of Companies in the Cayman Islands granting an approval for the Proposed Change of Company Name.

Subject to the satisfaction of the conditions set out above, the Proposed Change of Company Name will take effect from the date on which the certificate of incorporation on change of name is issued by the Registrar of Companies in the Cayman Islands. Thereafter, the Company will carry out all necessary filing procedures with the Companies Registry in Hong Kong and the Registrar of Companies in the Cayman Islands.

Reasons for the Proposed Change of Company Name

The Group is a vertically integrated jeweller based in Hong Kong. The Group is primarily engaged in retail of its own products under the brand name of “Chong Fai Jewellery (創輝珠寶)” since 1997 through its retail network strategically located in Kowloon and the New Territories.

In view of the above, the Board believes that the Proposed Change of Company Name will provide a more distinguished and appropriate identification and image of the Company.

The Group's business will not be affected as a result of the Proposed Change of Company Name. The Board believes that the Proposed Change of Company Name is in the best interests of the Company and its shareholders as a whole.

Effect of the Proposed Change of Company Name

The Proposed Change of Company Name will not affect any of the rights of the shareholders, the trading of the shares of the Company on the Stock Exchange and the Company's daily business operation. After the Proposed Change of Company Name becomes effective, any new issue of share certificates of the Company will be issued in the new English name and dual foreign name in Chinese of the Company. All existing share certificates of the Company in issue bearing the existing name of the Company will, after the Proposed Change of Company Name becomes effective, continue to be valid evidence of title to the shares of the Company and will continue to be valid for trading, settlement, registration and delivery purposes. Accordingly, there will not be any arrangements for free exchange of the existing share certificates of the Company for new share certificates bearing the new name of the Company.

Subject to the confirmation of the Stock Exchange, the English and Chinese stock short names of the Company for trading of the shares of the Company on the Stock Exchange will also be changed after the Proposed Change of Company Name becomes effective.

General

The Board will convene the EGM at which a special resolution will be proposed for the shareholders to consider and, if thought fit, approve the Proposed Change of Company Name.

A circular containing details of the Proposed Change of Company Name together with a notice of EGM and the related proxy form will be despatched to the shareholders as soon as practicable.

The Company will make further announcement(s) to inform the shareholders of the poll results of the special resolution, the effective date of the Proposed Change of Company Name and other relevant changes as and when appropriate.

By Order of the Board
Dominate Group Holdings Company Limited
FU Chun Keung
Chairman and Chief Executive Officer

Hong Kong, 15 November 2019

As at the date of this announcement, the executive Directors are Mr. Fu Chun Keung, Ms. Cheung Lai Yuk and Ms. Fu Wan Ling; and the independent non-executive Directors are Mr. Chan Chi Ming Tony, Mr. Chan Cheong Tat and Mr. Wong Wing Keung Meyrick.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules 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 on the “Latest Listed Company Information” page of the GEM website at www.hkgem.com for at least 7 days from the date of its publication and on the website of the Company at www.dghcl.com.