

Hong Kong Exchanges and Clearing Limited, The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and Hong Kong Securities Clearing Company Limited (“**HKSCC**”) take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

Unless otherwise defined herein, capitalised terms in this announcement shall have the same meanings as those defined in the prospectus dated Saturday, 30 October 2021 (the “**Prospectus**”) issued by Better Home Group Holdings Co., Limited (貝特集團控股有限公司) (the “**Company**”).

This announcement is for information purposes only and does not constitute an offer or an invitation to induce an offer by any person to acquire, purchase or subscribe for any Shares or other securities of the Company. This announcement is not a prospectus. Potential investors should read the Prospectus for detailed information about the Company and the Global Offering described below before deciding whether or not to invest in the Offer Shares thereby being offered. Any investment decision in relation to the Offer Shares should be taken solely in reliance on the information provided in the Prospectus.

This announcement is not for release, publication or distribution, directly or indirectly, in or into the United States (including its territories and possessions, any state of the United States and the District of Columbia) or any other jurisdiction where such distribution is prohibited by law. This announcement does not constitute or form a part of any offer or solicitation to purchase or subscribe for securities in the United States or any other jurisdictions. The Offer Shares have not been, and will not be, registered under the United States Securities Act of 1933, as amended from time to time (the “**U.S. Securities Act**”), or any applicable state securities laws, and may not be offered, sold, pledged or transferred within the United States unless pursuant to an exemption from, or in a transaction that is not subject to, the registration requirements of the U.S. Securities Act. The Offer Shares are being offered and sold outside the United States in offshore transactions in accordance with Regulation S under the U.S. Securities Act. There will be no public offering of the securities of the Company in the United States.

In connection with the Global Offering, First Shanghai Securities Limited, as stabilising manager (the “**Stabilising Manager**”), or its affiliates or any person acting for it, for itself on behalf of the Underwriters, may over-allocate or effect transactions with a view to stabilising or maintaining the market price of the Shares at a level higher than that which might otherwise prevail for a limited period after the Listing Date. However, there is no obligation on the Stabilising Manager, its affiliates or any person acting for it, to conduct any such stabilising action. Such stabilisation action, if commenced, will be conducted at the absolute discretion of the Stabilising Manager, its affiliates or any person acting for it, and may be discontinued at any time, and is required to be brought to an end within 30 days after the last day for the lodging of applications under the Hong Kong Public Offering. Any market purchases of the Shares will be effected in compliance with all applicable laws and regulatory requirements. Such stabilisation action, if commenced, may be effected in all jurisdictions where it is permissible to do so, in each case in compliance with all applicable laws, rules and regulatory requirements, including the Securities and Futures (Price Stabilizing) Rules (Chapter 571W of the Laws of Hong Kong), as amended, made under the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Potential investors should be aware that no stabilising action can be taken to support the price of the Shares for longer than the stabilisation period which will begin on the Listing Date and is expected to expire on the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering. After this date, when no further action may be taken, demand for the Shares, and therefore the price of the Shares could fall.

Potential investors of the Offer Shares should note that the Joint Global Coordinators (for themselves and on behalf of the Hong Kong Underwriters) shall be entitled to terminate the Hong Kong Underwriting Agreement with immediate effect upon the occurrence of any of the events set out in the section headed “Underwriting – Underwriting Arrangements and Expenses – Hong Kong Public Offering – Grounds for Termination” in the Prospectus at any time prior to 8:00 a.m. (Hong Kong time) on the Listing Date (which is currently expected to be on Friday, 12 November 2021). The Hong Kong Offer Shares will be offered to the public in Hong Kong subject to the terms and conditions set out in the Prospectus. The Hong Kong Offer Shares will not be offered to any person who is outside Hong Kong and/or not resident in Hong Kong.

# Better Home Group Holdings Co., Limited

## 貝特集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

### GLOBAL OFFERING

- Number of Offer Shares under the : 125,000,000 Shares (subject to the Over-  
Global Offering allotment Option)
- Number of International Placing Shares : 112,500,000 Shares (subject to  
reallocation and the Over-allotment  
Option)
- Number of Hong Kong Offer Shares : 12,500,000 Shares (subject to  
reallocation)
- Offer Price : Not more than HK\$1.2 per Offer Share  
and expected to be not less than HK\$1.0  
per Offer Share, plus brokerage of 1%,  
SFC transaction levy of 0.0027% and  
Stock Exchange trading fee of 0.005%  
(payable in full on application in Hong  
Kong dollars and subject to refund)
- Nominal value : HK\$0.01 per Share
- Stock code : 1491

#### Sole Sponsor



#### Joint Global Coordinators



#### Joint Bookrunners and Joint Lead Managers



#### Joint Lead Managers



## IMPORTANT NOTICE TO INVESTORS:

### FULLY ELECTRONIC APPLICATION PROCESS

We have adopted a fully electronic application process for the Hong Kong Public Offering. We will not provide printed copies of the Prospectus or printed copies of any application forms to the public in relation to the Hong Kong Public Offering.

The Prospectus is available at the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk) under the “HKEXnews > New Listings > New Listing Information” section, and the website of the Company at [www.betterhomechina.com](http://www.betterhomechina.com). If you require a printed copy of the Prospectus, you may download and print from the website addresses above.

To apply for the Hong Kong Offer Shares, you may:

- (1) apply online via the **eWhite Form** Service Provider through the designated website at [www.ewhiteform.com.hk](http://www.ewhiteform.com.hk); or
- (2) apply through the **CCASS EIPO** service to electronically cause HKSCC Nominees to apply on your behalf, including by:
  - (i) instructing your **broker** or **custodian** who is a CCASS Clearing Participant or a CCASS Custodian Participant to give **electronic application instructions** via CCASS terminals to apply for the Hong Kong Offer Shares on your behalf; or
  - (ii) (if you are an existing CCASS Investor Participant) giving **electronic application instructions** through the CCASS Internet System (<https://ip.ccass.com>) or through the CCASS Phone System by calling +852 2979 7888 (using the procedures in HKSCC’s “An Operating Guide for Investor Participants” in effect from time to time). HKSCC can also input **electronic application instructions** for CCASS Investor Participants through HKSCC’s Customer Service Centre at 1/F, One & Two Exchange Square, 8 Connaught Place, Central, Hong Kong by completing an input request.

If you have any question about the application for the Hong Kong Offer Shares, you may call the enquiry hotline of the Hong Kong Share Registrar, Boardroom Share Registrars (HK) Limited, at (852) 2153–1688 on the following dates:

9:00 a.m. to 12:00 noon — Saturday, 30 October 2021  
9:00 a.m. to 6:00 p.m. — Monday, 1 November 2021  
9:00 a.m. to 6:00 p.m. — Tuesday, 2 November 2021  
9:00 a.m. to 6:00 p.m. — Wednesday, 3 November 2021  
9:00 a.m. to 6:00 p.m. — Thursday, 4 November 2021  
9:00 a.m. to 12:00 noon — Friday, 5 November 2021

We will not provide any physical channels to accept any application for the Hong Kong Offer Shares by the public. The contents of the electronic version of the Prospectus are identical to the printed document as registered with the Registrar of Companies in Hong Kong pursuant to Section 342C of the Companies (Winding Up and Miscellaneous Provisions) Ordinance (Chapter 32 of the Laws of Hong Kong).

If you are an **intermediary, broker or agent**, please remind your customers, clients or principals, as applicable, that the Prospectus is available online at the website addresses above.

Please refer to the section headed “How to apply for the Hong Kong Offer Shares” of the Prospectus for further details on the procedures through which you can apply for the Hong Kong Offer Shares electronically.

Your application through the **eWhite Form** service or the **CCASS EIPO** service must be for a minimum of 2,000 Hong Kong Offer Shares and in one of the numbers set out in the table below. You are required to pay the amount next to the number you select.

#### NUMBER OF HONG KONG OFFER SHARES THAT MAY BE APPLIED FOR AND PAYMENTS

No. of Hong Kong Offer Shares applied for	No. of Hong Kong Offer Shares applied for	No. of Hong Kong Offer Shares applied for	No. of Hong Kong Offer Shares applied for	No. of Hong Kong Offer Shares applied for	No. of Hong Kong Offer Shares applied for	No. of Hong Kong Offer Shares applied for	No. of Hong Kong Offer Shares applied for
Amount payable on application HK\$	Amount payable on application HK\$	Amount payable on application HK\$	Amount payable on application HK\$	Amount payable on application HK\$	Amount payable on application HK\$	Amount payable on application HK\$	Amount payable on application HK\$
2,000	2,424.18	30,000	36,362.77	500,000	606,046.20	4,500,000	5,454,415.80
4,000	4,848.37	40,000	48,483.70	600,000	727,255.44	5,000,000	6,060,462.00
6,000	7,272.55	50,000	60,604.62	800,000	969,673.92	5,500,000	6,666,508.20
8,000	9,696.74	60,000	72,725.54	1,000,000	1,212,092.40	6,250,000*	7,575,577.50
10,000	12,120.92	80,000	96,967.39	1,500,000	1,818,138.60		
12,000	14,545.11	100,000	121,209.24	2,000,000	2,424,184.80		
14,000	16,969.29	150,000	181,813.86	2,500,000	3,030,231.00		
16,000	19,393.48	200,000	242,418.48	3,000,000	3,636,277.20		
18,000	21,817.66	300,000	363,627.72	3,500,000	4,242,323.40		
20,000	24,241.85	400,000	484,836.96	4,000,000	4,848,369.60		

\* Maximum number of Hong Kong Offer Shares you may apply for.

No application for any other number of the Hong Kong Offer Shares will be considered and any such application is liable to be rejected.

## **THE LISTING APPLICATION**

We have applied to the Stock Exchange for the approval of listing of, and permission to deal in, the Shares in issue and to be issued pursuant to the Global Offering (including Shares to be issued pursuant to the Capitalisation Issue and Shares which may fall to be issued upon the exercise of the Over-allotment Option). Assuming that the Hong Kong Public Offering becomes unconditional at or before 8:00 a.m. on Friday, 12 November 2021, it is expected that the dealings in the Shares on the Stock Exchange will commence at 9:00 a.m. on Friday, 12 November 2021. In the event that the Over-allotment Option is exercised, an announcement will be made by the Company on the Company's website at [www.betterhomechina.com](http://www.betterhomechina.com) and the Stock Exchange's website at [www.hkexnews.hk](http://www.hkexnews.hk).

## **STRUCTURE OF THE GLOBAL OFFERING**

The Global Offering comprises the Hong Kong Public Offering of initially 12,500,000 Shares representing 10% of the total number of Offer Shares made available under the Global Offering (subject to reallocation), and the International Placing of initially 112,500,000 Shares, representing 90% of the total number of Offer Shares under the Global Offering (subject to reallocation and the Over-allotment Option).

The allocation of Offer Shares between the Hong Kong Public Offering and the International Placing is subject to reallocation as stated in the paragraph headed "Structure and conditions of the Global Offering — The Hong Kong Public Offering — Reallocation" in the Prospectus.

In particular, Offer Shares may be reallocated from the International Placing to the Hong Kong Public Offering to satisfy valid applications under the Hong Kong Public Offering. In accordance with Guidance Letter HKEX-GL91-18 issued by the Stock Exchange, if such reallocation is done other than pursuant to the clawback mechanism as described in Practice Note 18 of the Listing Rules, the total number of Offer Shares that may be reallocated from the International Placing to the Hong Kong Public Offering shall not exceed 12,500,000 Shares, representing 10% of the Offer Shares initially available under the Global Offering, increasing the total number of Offer Shares available under the Hong Kong Public Offering to 25,000,000 Shares, representing 20% of the Offer Shares and the final Offer Price shall be fixed at the low end of the indicative Offer Price range (i.e. HK\$1.0 per Offer Share) stated in the Prospectus.

In connection with the Global Offering and pursuant to the International Underwriting Agreement, the Company is expected to grant the Over-allotment Option to the International Underwriters, exercisable by and at the sole discretion of the Joint Global Coordinators for themselves and on behalf of the International Underwriters at any time from the Listing Date up to (and including) the date which is Sunday, 5 December 2021 being the 30th day after the last day for lodging applications under the Hong Kong Public Offering, to require the Company to allot and issue up to not more than 18,750,000 additional Shares, representing 15% of the Offer Shares initially available under the Global Offering, at the Offer Price, to cover over-allocations in the International Placing, if any. In the event that the Over-allotment Option is exercised, an announcement will be made by the Company on the Company's website at [www.betterhomechina.com](http://www.betterhomechina.com) and the Stock Exchange's website at [www.hkexnews.hk](http://www.hkexnews.hk).

## PRICING

The Offer Price will not be more than HK\$1.2 per Offer Share and is expected to be not less than HK\$1.0 per Offer Share unless otherwise announced as further explained in the section headed "Structure and conditions of the Global Offering" in the Prospectus. Applicants under the Hong Kong Public Offering are required to pay, on application, the maximum Offer Price of HK\$1.2 per Offer Share plus brokerage of 1%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005%, subject to refund if the Offer Price as finally determined is less than the maximum Offer Price of HK\$1.2 per Offer Share.

## EXPECTED TIMETABLE

Hong Kong Public Offering commences .....	9:00 a.m. on Saturday, 30 October 2021
Latest time to complete electronic applications under the <b>eWhite Form</b> service through the designated website <a href="http://www.ewhiteform.com.hk">www.ewhiteform.com.hk</a> .....	11:30 a.m. on Friday, 5 November 2021
Application lists of the Hong Kong Public Offering open .....	11:45 a.m. on Friday, 5 November 2021
Latest time for (1) completing payment of <b>eWhite Form</b> applications by effecting PPS payment transfer(s); and (2) latest time for giving <b>electronic application instructions</b> to HKSCC. ....	12:00 noon on Friday, 5 November 2021

If you are instructing your **broker** or **custodian** who is a CCASS Clearing Participant or a CCASS Custodian Participant to give **electronic application instructions** via CCASS terminals to apply for the Hong Kong Offer Shares on your behalf, you are advised to contact your **broker** or **custodian** for the latest time for giving such instructions which may be different from the latest time as stated above.

Application lists of the Hong Kong Public Offering close . . . . . 12:00 noon on  
Friday, 5 November 2021

Expected Price Determination Date . . . . . Friday, 5 November 2021

Announcement of the final Offer Price, the indication of levels of interest in the International Placing, the level of applications in respect of the Hong Kong Public Offering and the basis of allotment of the Hong Kong Offer Shares under the Hong Kong Public Offering to be published on the website of the Company at [www.betterhomechina.com](http://www.betterhomechina.com) and on the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk) on or before . . . . . Thursday, 11 November 2021

Results of allocations in the Hong Kong Public Offering (with successful applicants' identification document numbers or Hong Kong business registration numbers, where appropriate) to be available through a variety of channels, including the website of the Company at [www.betterhomechina.com](http://www.betterhomechina.com) and the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk), as described in the paragraphs headed "How to apply for the Hong Kong Offer Shares — 11. Publication of results" in the Prospectus from . . . . . Thursday, 11 November 2021

Results of allocations in the Hong Kong Public Offering will be available at [www.ewhiteform.com.hk/results](http://www.ewhiteform.com.hk/results) with a "search by ID Number" function from . . . . . Thursday, 11 November 2021

Despatch/Collection of share certificates or deposit of share certificates into CCASS in respect of wholly or partially successful applications pursuant to the Hong Kong Public Offering on or before . . . . . Thursday, 11 November 2021

Despatch/Collection of e-Refund payment instructions/  
refund cheques in respect of wholly successful  
(if applicable) or wholly or partially unsuccessful  
applications pursuant to the Hong Kong Public  
Offering on or before. . . . . Thursday, 11 November 2021

Dealings in Shares on the Main Board  
are expected to commence at. . . . . 9:00 a.m. on  
Friday, 12 November 2021

**The application for the Hong Kong Offer Shares will commence on Saturday, 30 October 2021 through Friday, 5 November 2021. Such time period is longer than the normal market practice of four days. The application monies (including brokerage, SFC transaction levy and Stock Exchange trading fee) will be held by the receiving bank on behalf of the Company and the refund monies, if any, will be returned to the applicant(s) without interest on Thursday, 11 November 2021. Investors should be aware that the dealings in Shares on the Stock Exchange are expected to commence on Friday, 12 November 2021.**

*Note:* All dates and times refer to Hong Kong local dates and times, except as otherwise stated.

## **SETTLEMENT**

Subject to the granting of the approval for listing of, and permission to deal in, the Shares on the Stock Exchange and compliance with the stock admission requirements of HKSCC, the Shares will be accepted as eligible securities by HKSCC for deposit, clearance and settlement in CCASS with effect from the Listing Date or any other date as determined by HKSCC. Settlement of transactions between participants of the Stock Exchange is required to take place in CCASS on the second settlement day after any trading day. All activities under CCASS are subject to the General Rules of CCASS and CCASS Operational Procedures in effect from time to time. All necessary arrangements have been made for the Shares to be admitted into CCASS. Prospective investors should seek the advice of their stockbrokers or other professional advisers for details of those settlement arrangements and how such arrangements will affect their rights and interests.



## ELECTRONIC APPLICATION CHANNELS

### eWhite Form service

You may submit the application to the **eWhite Form** service through the designated website at [www.ewhiteform.com.hk](http://www.ewhiteform.com.hk) (24 hours daily, except on the last day for application) from 9:00 a.m. on Saturday, 30 October 2021 until 11:30 a.m. on Friday, 5 November 2021 and the latest time for completing full payment of application monies in respect of such applications will be 12:00 noon on Friday, 5 November 2021, the last day for applications, or such later time in the section headed “How to apply for the Hong Kong Offer Shares — 10. Effect of bad weather and/or Extreme Conditions on the opening and the closing of the application lists” in the Prospectus.

### CCASS EIPO service<sup>(1)</sup>

CCASS Clearing/Custodian Participants can input **electronic application instructions** at the following times on the following dates:

**9:00 a.m. to 1:00 p.m. — Saturday, 30 October 2021**  
**8:00 a.m. to 8:30 p.m. — Monday, 1 November 2021**  
**8:00 a.m. to 8:30 p.m. — Tuesday, 2 November 2021**  
**8:00 a.m. to 8:30 p.m. — Wednesday, 3 November 2021**  
**8:00 a.m. to 8:30 p.m. — Thursday, 4 November 2021**  
**8:00 a.m. to 12:00 noon — Friday, 5 November 2021**

CCASS Investor Participants can input **electronic application instructions** from 9:00 a.m. on Saturday, 30 October 2021 until 12:00 noon on Friday, 5 November 2021 (24 hours daily, except on Friday, 5 November 2021, the last application day).

The latest time for inputting your **electronic application instructions** will be 12:00 noon on Friday, 5 November 2021, the last application day or such later time as described in the section headed “How to apply for the Hong Kong Offer Shares — 10. Effect of bad weather and/or Extreme Conditions on the opening and the closing of the application lists” in the Prospectus.

*Note:*

- (1) These times in this sub-section are subject to change as HKSCC may determine from time to time with prior notification to CCASS Clearing/Custodian Participants and/or CCASS Investor Participants.

If you are instructing your **broker** or **custodian** who is a CCASS Clearing Participant or a CCASS Custodian Participant to give **electronic application instructions** via CCASS terminals to apply for the Hong Kong Offer Shares on your behalf, you are advised to contact your **broker** or **custodian** for the latest time for giving such instructions which may be different from the latest time as stated above.

The application monies (including the brokerage, SFC transaction levy and the Stock Exchange trading fee) will be held by the receiving banks and on behalf of the Company after the closing of the application lists and the refund monies, if any, will be returned to the applicants without any interest on or around Thursday, 11 November 2021.

Please refer to the sections headed “Structure and conditions of the Global Offering” and “How to apply for the Hong Kong Offer Shares” of the Prospectus for details of the conditions and procedures of the Hong Kong Public Offering.

**Application for the Hong Kong Offer Shares will only be considered on the basis of the terms and conditions set out in the Prospectus, the GREEN Application Form and on the designated website at [www.ewhiteform.com.hk](http://www.ewhiteform.com.hk) for the eWhite Form.**

## **PUBLICATION OF RESULTS**

The Company expects to announce the final Offer Price, the level of indications of interest in the International Placing, the level of applications in the Hong Kong Public Offering and the basis of allocation of the Hong Kong Offer Shares on Thursday, 11 November 2021 on the Company’s website at [www.betterhomechina.com](http://www.betterhomechina.com) and the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk).

The results of allocations and the Hong Kong identity card/passport/Hong Kong business registration numbers of successful applicants under the Hong Kong Public Offering will be available through a variety of channels from Thursday, 11 November 2021 in the manner described in the section headed “How to apply for the Hong Kong Offer Shares — 11. Publication of results” in the Prospectus.

If an application is rejected, not accepted or accepted in part only, or if the Offer Price as finally determined is less than the maximum Offer Price of HK\$1.2 per Offer Share (excluding brokerage, SFC transaction levy and the Stock Exchange trading fee thereon), or if the conditions of the Hong Kong Public Offering are not fulfilled in accordance with the section headed “Structure and conditions of the Global Offering — Conditions of the Global Offering” in the Prospectus or if any application is revoked, the application monies, or the appropriate portion thereof, together with the related brokerage, SFC transaction levy and the Stock Exchange trading fee, will be refunded, without interest.

The Company will not issue temporary documents of titles in respect of the Shares or receipt for application monies paid. Share certificates for the Offer Shares distributed pursuant to the Global Offering will only become valid documents of title when the Global Offering has become unconditional in all respects and none of the Underwriting Agreements has been terminated in accordance with its terms at or prior to 8:00 a.m. (Hong Kong time) on the Listing Date, i.e. Friday, 12 November 2021.

Assuming the Global Offering becomes unconditional at or before 8:00 a.m. on Friday, 12 November 2021 (Hong Kong time), dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Friday, 12 November 2021 (Hong Kong time). The Shares will be traded in board lots of 2,000 Shares each. The stock code of the Shares is 1491.

By order of the Board  
**Better Home Group Holdings Co., Limited**  
**Mr. Zhu Boming**  
*Chairman of the Board*

Hong Kong, 30 October 2021

*As at the date of this announcement, the executive Directors are Mr. Zhu Boming, Mr. Fang Gaisheng and Mr. Mao Chungen, the non-executive Director is Ms. Zhu Yi, and the independent non-executive Directors are Mr. Guan Yuchun, Mr. Zhao Xiaoming and Ms. Kung On Yee Annet.*