

HRC WORLD PLC

NASDAQ FIRST NORTH, COPENHAGEN

TICKER: HRC

ISIN: GB00BZ3CDY20

12 SEPTEMBER 2018

Update on Trading Activity

The Board of Directors of HRC World Plc (“HRC”) are aware of certain articles in the media concerning the Hard Rock Cafés in Shanghai and Hangzhou and wish to clarify the position.

The two cafes are in the process of being relocated to more prestigious premises, in Shanghai next to the new W Hotel, and in Hangzhou next to the new Kempinski Hotel. It is expected that both these Shanghai and Hangzhou cafés will reopen in their new respective locations around December 2018.

Whilst the relocations are obviously operationally disruptive in the short term, the Board believes that they allow the two cafes to generate significantly enhanced footfall and revenue going forward. While HRC is not directly involved in the café development works, it is certainly in our interest to see that these cafés are located at appropriate locations.

Meanwhile, the opening of the third café in Chengdu has been delayed due to technical reasons, but is currently expected to be operational by Q1 2019.

THE DIRECTORS OF HRC WORLD PLC ACCEPT RESPONSIBILITY FOR THIS ANNOUNCEMENT

About HRC World Plc

HRC World Plc is an England & Wales incorporated public company with registration number 10829936 and is quoted on Nasdaq First North (Copenhagen). HRC World provides café management services for developing tourist-based and event-based revenues in member restaurants as well as implementation of HRC Music initiatives.

Further information may be found at the Company’s website: www.hrcplc.co.uk

Company contact details

HRC World Plc

+603 7786 0500

info@hrcplc.co.uk

Certified Adviser

Keswick Global AG

info@keswickglobal.com

+43 1 740 408045