

HRC WORLD PLC: APPOINTMENT OF CCEED AS MAIN CONTRACTOR FOR HRC WORLD

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APPOINTMENT OF CHINA CONSTRUCTION EIGHTH ENGINEERING DIVISION CORP. LTD. AS MAIN CONTRACTOR TO DEVELOP HARD ROCK CAFÉS ACROSS CHINA FOR HRC WORLD PLC

HRC World Plc ("HRC World" or the "Company"), a Nasdaq First North quoted company and the holding company for Hard Rock Café franchise in China, today announces that its operating subsidiary has signed an agreement with a unit of China Construction Eighth Engineering Division Corp. Ltd. ("CCEED"), a subsidiary of China State Construction Engineering Corporation Limited ("CSCEC") to assist in the roll out of the franchise throughout China. During 2016, CSCEC was the largest construction company in the world by revenue and the 14th largest general contractor in terms of overseas sales.

CCEED shall be undertaking several key scopes of work for HRC World including, turnkey design and build, total fit out, assisting in site selection to locate Hard Rock Cafés, securing local approvals & permits, blending unique local architecture of respective cities into each Hard Rock Café, ensuring reliability of quality and prompt delivery of each Café outlet.

HRC World is very excited to be teaming up with such an important partner and it can provide confidence to our shareholders that CCEED will work hard to ensure the proposed opening of up to 38 Hard Rock Café across China becomes a reality in the shortest possible timeframe.

HRC World has already established 2 Hard Rock Cafés, namely, Hard Rock Café Shanghai and Hard Rock Café Hangzhou, with a 3rd Café in Chengdu expected to open in summer 2018.

With the advent of the One Belt One Road initiative, we believe that the confluence of the "Silk Route" of East meets West could not be more apt than with the opening of Hard Rock Cafés across China.

THE DIRECTORS OF HRC WORLD PLC ACCEPT RESPONSIBILITY FOR THIS ANNOUNCEMENT

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

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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 through its subsidiaries owns franchise rights to open Hard Rock Cafés across China. HRC World is potentially the largest franchisee of Hard Rock Cafés in the world by numbers of Café rights. HRC World through its Hard Rock Cafés in China intends to showcase various exciting music events discovering and introducing local China rock & roll stars, apart from foreign artist alike in order to amalgamate the ultimate Rock & Roll music experience in the region. It is also planning a rapid expansion of the Hard Rock Café branding and all related activities primarily via innovative online advertising & marketing tools and sites in China. Apart from the unique experience that Hard Rock offers from dining, special occasions, business leisure, family fun, etc., HRC World, through its subsidiaries, has also won several culinary awards, namely by, "Delicious Food, 2017 Restaurant Awards" (hosted by "Delicious Food" - radio FM 105.7) along with CTRIP (China's largest online travel agency) selected Hard Rock Cafe Shanghai as the only restaurant to win 3 award categories: "The Best American Restaurant"; "Most Popular"; "The Best Recommended Restaurant". In addition, it was awarded "Best Themed Restaurant" and "Best Burger Restaurant" by the editors of "Bang!" magazine and "That's Shanghai" magazine respectively.

About China State Construction Engineering Corporation (CSCEC)

CSCEC China's largest construction and real estate conglomerate and biggest building work contractor in the world by revenue and the 14th largest general contractor in terms of overseas sales, as of 2016. It is the largest transnational

construction company in the developing countries and the top home builder in the world, taking the long lead of China's international contracting business. CSCEC is well known in the world for undertaking super high-rise, grand scale, cutting-edge and novel projects and has built up a great number of landmark projects in China and around the world. CSCEC is one of the most integrated construction and real estate conglomerates in China with the longest history of specialized operation and market-oriented management. It is the only construction enterprise in China certified for 3 top grade Qualifications of general contracting for building works, municipal public works and highway works, in addition to "1+4" qualifications and first-grade qualification for engineering design of building industry. Established in both domestic and international markets, CSCEC operates in more than 20 countries and regions around the world. The main business of the company covers such fields as building construction, international contracting, real estate development and investment, infrastructure construction and investment, prospecting and design, all in the leading position in their respective fields. It has successfully entered into the markets of railways, super-large bridges, highways and urban rail transportation. So far, the company has undertaken a number of infrastructure projects with extensive influence at home and abroad including railways, highways, bridges, tunnels, airports, ports, power plants, etc. In international contracting, China Construction is the largest international contractor and also the first to launch international contracting in China. Over 30 years, the company has achieved, by the end of 2013, its total contract value for overseas business of USD80.7 billion and total turnover of USD52.4 billion. China Construction has so far completed over 5,600 projects in some 116 countries and regions around the world, with the figures leading all other Chinese international contractors in terms of the contract value, turnover and profit.

About Hard Rock Cafe

Hard Rock Cafe Inc. is a chain of theme restaurants founded in 1971 by Isaac Tigrett and Peter Morton in London, is one of the world's most globally recognized brands. In 1979, the café's unique selling points began covering its walls with rock and roll memorabilia, also with its collectible fashion and music-related merchandise, memorable dining experiences, Hard Rock Live performances venues, a tradition which expanded to other Café's within the chain. In 2007, Hard Rock was sold to the Seminole Tribe of Florida, and since then it is headquartered in Orlando, Florida. Hard Rock International is one of the world's most globally recognized brands. This perfect symbiosis of music and F&B, has propelled the Hard Rock brand to be an institution amongst its die-hard fans globally, together with its internationally recognized trademark slogans such as "Love All, Serve All", and "Save the Planet".