

HRC WORLD PLC: APPOINTMENT OF ALEX GEORGE AS CEO AND REDESIGNATION OF DATUK NOORUSAADAH OTHMAN AS GROUP ADVISER.

HRC WORLD PLC

NASDAQ FIRST NORTH, COPENHAGEN

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APPOINTMENT OF DIRECTOR

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HRC World Plc, is glad to announce that it has appointed Mr Alex George as its CEO and Executive Director with immediate effect. Simultaneously, the founder and current CEO, Datuk Noorusaadah Othman will be re-designated as Group Adviser and remain as the Managing Director of Ada Holdings Limited (HK).

Alex studied law in University of South Wales and obtained his MBA (International Management) from University of Exeter before completing his 2nd postgraduate studies as a Chartered Professional in Islamic Finance (CPIF) and is now a member of the Chartered Institute of Islamic Finance Professionals. Alex bring with him over 21 years of working experience in various sectors, from banking, oil & gas, media/entertainment, property development & construction, duty free, engineering in oil & gas. He is now the Executive Director and CEO of HRC Word Plc.

Datuk Noorusaadah Othman said *"As the current CEO and founder of the Hard Rock franchise in China, I am pleased to invite Mr. Alex George into our team as CEO to lead and roll out the proposed expansion plans in China and beyond. Alex brings with him various industry experiences and has exciting fresh business strategies and plans moving forward in China and beyond. We look forward to his leadership to steer the organization in achieving greater heights. I will continue to advise the Group capitalising on my 20 years' experience with Hard Rock Café"*

Alex said "I have been an avid collector of Hard Rock merchandise from a young age and have admired its iconic brand. Its an exciting time to be part of the HRC World Plc team and I am delighted to be joining as CEO and Board member. HRC World operates in a vibrant market that has tremendous growth potential as China and its wonderful society embrace the unique Hard Rock Café experience in Music, F&B and merchandise. We are presently engaged in executing our growth strategy in China and beyond, which will be my key focus for the next 5 years".

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 through its subsidiaries owns franchise rights for establishment of Hard Rock Cafés across China.

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