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CULTURECOM HOLDINGS LIMITED

文化傳信集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 00343)

APPOINTMENT OF CHIEF EXECUTIVE OFFICER

The board (the “**Board**”) of directors (the “**Director(s)**”) of Culturecom Holdings Limited (the “**Company**”) together with its subsidiaries collectively the “**Group**”) is pleased to announce that Mr. Sun Wei (“**Mr. Sun**”) has been appointed as a Chief Executive Officer of the Company with effect from 22 November 2021.

Mr. Sun, aged 42, has over 15 years of experience in financial management, equity investment and asset management. Mr. Sun holds a Master Degree of Science in Accountancy from The Hong Kong Polytechnic University. He has been the Chief Executive Officer of Sunny Wealth International Investment Limited from December 2018 to November 2021 and he was responsible for formulating the overall corporate development strategy, managing daily affairs as well as leading investment and risk management. From December 2017 to December 2018, he was the Managing Director of Hong Kong Green Dynasty International Co., Limited. From November 2015 to December 2017, he acted as Director of Cornucopiae Asset Management Limited. From June 2010 to October 2015, he served as a fund manager in Cypress House Asset Management Company Limited. From October 2008 to June 2010, he acted as an investment manager in Kunwu Jiuding Capital Holdings Company Limited. From September 2007 to September 2008, he worked as a researcher in Da Cheng Fund Management Company Limited.

Save as disclosed above, Mr. Sun (i) did not hold any position with the Group; (ii) did not hold any other directorship in the last three years preceding the date of this announcement in public companies, the securities of which are listed on any securities market in Hong Kong or overseas; (iii) does not have any relationship with any directors, senior management, substantial shareholders or controlling shareholders of the Company; and (iv) does not have any information to be disclosed pursuant to any of the requirements under Rule 13.51(2)(h) to (v) of the Listing Rules and there are no other matters in relation to the appointment of Mr. Sun that need to be brought to the attention of the shareholders of the Company.

As at the date of this announcement, Mr. Sun does not have any interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board would like to express its warmest welcome to Mr. Sun for joining the Company.

By Order of the Board
Culturecom Holdings Limited
Kwan Kin Chung
Managing Director

Hong Kong, 19 November 2021

As at the date hereof, the Board comprises of Ms. Chow Lai Wah Livia (being the Vice Chairman and Executive Director); Mr. Kwan Kin Chung and Mr. Yuen Kin (all being Executive Directors); and Mr. Wong Kwan Kit, Mr. Fan Chun Wah Andrew and Mr. Mung Yat Lik (all being Independent Non-executive Directors).

** for identification purpose only*