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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)**

### **ANNOUNCEMENT**

Reference is made to the announcement of the Company dated 2 June 2021 (the “**Announcement**”) in relation to, among others, the Proposed Acquisition of the Sale Capital by the Purchaser. Unless the context requires otherwise, capitalised terms used herein shall bear the same meanings as defined in the Announcement.

As disclosed in the Announcement, if the conditions of the Agreement have not been fulfilled (or waived by the Purchaser as the case may be) on or before 31 August 2021 (the “**Long Stop Date**”), or such later date as the Vendors and the Purchaser may agree, the Agreement shall cease and terminate and neither party to the Agreement shall have any obligations and liabilities towards each other thereunder save for any antecedent breaches of the terms thereof.

On 26 August 2021, after arm’s length negotiations, the Vendors and the Purchaser enter into an extension letter to extend the Long Stop Date to 29 October 2021 or such later date as the Vendors and the Purchaser may agree. Save for the extension of the Long Stop Date, all other terms and conditions of the Agreement remain unchanged.

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

Hong Kong, 26 August 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*