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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)

EXTENSION OF LONG STOP DATE FOR ISSUE OF CONVERTIBLE BONDS UNDER GENERAL MANDATE

Placing Agent



信達國際證券有限公司
CINDA INTERNATIONAL SECURITIES LIMITED

Reference is made to the announcement of Culturecom Holdings Limited (the “**Company**”) dated 12 June 2023 (the “**Announcement**”) in respect of the Placing of the Convertible Bonds under the General Mandate and change in use of proceeds raised from the Subscription. Unless otherwise defined, capitalised terms used herein shall have the same respective meanings as those defined in the Announcement.

EXTENSION OF LONG STOP DATE AND PLACING PERIOD

As disclosed in the Announcement, the completion of the Placing is conditional upon the fulfillment of (or, as the case may be, the waiver of) the conditions set out in the section headed “Conditions of the Placing” of the Announcement on or before 3 July 2023 (or such later date as may be agreed between the parties to the Placing Agreement in writing) (the “**Long Stop Date**”).

As additional time is required for the completion of certain administrative procedures in relation to the Placing, the Company and the Placing Agent entered into a supplemental agreement to the Placing Agreement on 30 June 2023 after arm’s length negotiations (the “**Supplemental Placing Agreement**”), pursuant to which the Company and the Placing Agent agreed to:

- (i) extend the Long Stop Date of the Placing Agreement from 3 July 2023 to 24 July 2023 (or such later date as may be agreed between the Company and the Placing Agent in writing); and
- (ii) extend the expiry date of the Placing Period under the Placing Agreement from 30 June 2023 to 21 July 2023 (or such other time and date as may be agreed between the parties to the Placing Agreement in writing).

The Directors consider that the terms of the Supplemental Placing Agreement are on normal commercial terms and fair and reasonable and in the interests of the Company and the Shareholders as a whole.

Save and except for the change disclosed above, all other terms and conditions of the Placing Agreement remain unchanged and continue to remain in full force and effect.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the Shares.

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

Hong Kong, 30 June 2023

As at the date hereof, the Board comprises of Mr. Kwan Kin Chung and Mr. Yuen Kin (all being Executive Directors); Mr. Wong Kon Man Jason (being Chairman and Non-executive Director) and Dr. Liu Ka Ying Rebecca (being Vice Chairman and Non-executive Director); 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*