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Cowell e Holdings Inc.

高偉電子控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1415)

APPOINTMENT OF INDEPENDENT FINANCIAL ADVISER

Reference is made to the announcement jointly issued by Cowell e Holdings Inc. (the “**Company**”) and Luxvisions Innovation Technology Limited dated 10 December 2020 pursuant to Rule 3.5 of the Takeovers Code (the “**Joint Announcement**”). Unless otherwise stated, capitalized terms used herein shall have the same meaning as those defined in the Joint Announcement.

The board of directors of the Company (the “**Board**”) is pleased to announce that Alliance Capital Partners Limited, a corporation licensed to carry out Type 1 (dealing in securities) and Type 6 (advising on corporate finance) regulated activities under the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong), has been appointed as the independent financial adviser of the Company to advise the Independent Board Committee in respect of the Offers. Such appointment has been approved by the Independent Board Committee pursuant to Rule 2.1 of the Takeovers Code. The letter of advice of Alliance Capital Partners Limited in respect of the Offers will be included in the Composite Document.

By order of the Board of
Cowell e Holdings Inc.
Kwak Jung Young
Chairman

Hong Kong, 14 December 2020

As of the date of this announcement, the Board comprises 5 Directors, of which two are executive Directors, namely Mr. Kwak Jung Young and Mr. Cho Young Hoon; and three are independent non-executive Directors, namely Mr. Kim Chan Su, Dr. Song Si Young and Mr. Jung Jong Chae.

The directors of the Company jointly and severally accept full responsibility for accuracy of the information contained in this announcement and confirm, having made all reasonable enquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statement in this announcement misleading.