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(Incorporated in the Cayman Islands with limited liability)
(Stock code: 1415)

DATE OF BOARD MEETING

The board of directors (the "**Board**") of Cowell e Holdings Inc. (the "**Company**") hereby announces that a meeting of the Board will be held in Hong Kong on Thursday, 12 August, 2021 for the purposes of, among other matters, approving the interim results of the Company and its subsidiaries for the six months ended 30 June, 2021 and considering the payment of an interim dividend, if any.

By order of the Board

Cowell e Holdings Inc.

Meng Yan

Chairman

Hong Kong, 2 August, 2021

As at the date of this announcement, the Board comprises Mr. Meng Yan and Mr. Wu Ying-Cheng as executive directors; Mr. Chen Han-Yang and Mr. Yang Li as non-executive directors; and Ms. Su Yen-Hsueh, Mr. Tsai Chen-Lung and Ms. Liu Xia as independent non-executive directors.