THIS CIRCULAR IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION

If you are in any doubt as to any aspect of this circular or as to the action to be taken, you should consult a stockbroker or other registered dealer in securities, a bank manager, solicitor, professional accountant or other professional adviser.

If you have sold or transferred all your shares in Shinsun Holdings (Group) Co., Ltd., you should at once hand this circular, together with the enclosed form of proxy, to the purchaser or transferee or to the bank, stockbroker or other agent through whom the sale or transfer was effected for transmission to the purchaser or transferee.

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SHINSUN 祥生 Shinsun Holdings (Group) Co., Ltd. 祥生控股(集團)有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 02599)

PROPOSALS FOR (1) RE-ELECTION OF RETIRING DIRECTORS (2) GRANT OF GENERAL MANDATES TO BUY BACK SHARES AND TO ISSUE SHARES AND NOTICE OF ANNUAL GENERAL MEETING

Unless the context otherwise requires, capitalised terms used in this cover page shall have the same meanings as those defined in the section headed "Definitions" in this circular.

The notice convening the Annual General Meeting of Shinsun Holdings (Group) Co., Ltd. to be held at 18th Floor, Hangzhou New Media Industry Building, No. 58 Xintang Road, Shangcheng District, Hangzhou City at 10:00 a.m. on Thursday, 30 June 2022 is set out on pages 19 to 22 of this circular. A form of proxy for use at the Annual General Meeting is also enclosed. Such form of proxy is also published on the websites of Hong Kong Exchanges and Clearing Limited (www.hkexnews.hk) and the Company (www.shinsunholdings.com).

Shareholders who intend to appoint a proxy to attend the Annual General Meeting shall complete and sign the enclosed form of proxy for use at the Annual General Meeting in accordance with the instructions printed thereon and return it to the Company's branch share registrar in Hong Kong, Computershare Hong Kong Investor Services Limited at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong as soon as possible but in any event not less than 48 hours before the time appointed for the Annual General Meeting (i.e. by 10:00 a.m. on Tuesday, 28 June 2022) or the adjourned meeting (as the case may be). Completion and return of the form of proxy will not preclude shareholders from attending and voting in person at the Annual General Meeting if they so wish.

References to time and dates in this circular are to Hong Kong time and dates.

The translation into Chinese language of this circular is for reference only. In case of any inconsistency, the English version shall prevail.

PRECAUTIONARY MEASURES FOR THE ANNUAL GENERAL MEETING

The health of our shareholders, staff and stakeholders is of paramount importance to us. In view of the ongoing Novel Coronavirus (COVID-19) pandemic, the Company will implement the following precautionary measures at the Annual General Meeting to protect attending shareholders, staff and stakeholders from the risk of infection:

- (i) Compulsory body temperature checks will be conducted for every shareholder, proxy or other attendee at each entrance of the meeting venue. Any person with a body temperature of over 37.4 degrees Celsius may be denied entry into the meeting venue or be required to leave the meeting venue.
- (ii) The Company encourages each attendee to wear a surgical face mask throughout the meeting and inside the meeting venue, and to maintain a safe distance between seats.
- (iii) No refreshment will be served, and there will be no corporate gift.
- (iv) The Company reminds all shareholders that physical attendance in person at the meeting is not necessary for the purpose of exercising voting rights. Shareholders may appoint the chairman of the meeting as their proxy to vote on the relevant resolution(s) at the meeting instead of attending the meeting in person, by completing and return the proxy form attached to this document.

If any shareholder chooses not to attend the meeting in person but has any question about any resolution or about the Company, or has any matter for communication with the board of directors of the Company, he/she is welcome to send such question or matter in writing to the Company's principal place of business in Hong Kong (For the attention of the Board of Shinsun Holdings (Group) Co., Ltd). If any shareholder has any question relating to the meeting, please contact Computershare Hong Kong Investor Services Limited, the Company's Hong Kong branch share registrar and transfer office as follows:

Computershare Hong Kong Investor Services Limited 17M Floor, Hopewell Centre 183 Queen's Road East, Wanchai, Hong Kong Website: www.computershare.com/hk/contact Tel: (852) 2862 8555 Fax: (852) 2865 0990

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DEFINITIONS

In this circular, unless the context otherwise requires, the following expressions shall have the following meanings:

"Annual General Meeting"	the annual general meeting of the Company to be held at 18th Floor, Hangzhou New Media Industry Building, No. 58 Xintang Road, Shangcheng District, Hangzhou City at 10:00 a.m. on Thursday, 30 June 2022, to consider and, if appropriate, to approve the resolutions contained in the notice of the meeting which is set out on pages 19 to 22 of this circular, or any adjournment thereof
"Articles of Association"	the articles of association of the Company currently in force
"Board"	the board of Directors
"Cayman Companies Law"	the Companies Law, Cap. 22 (Law 3 of 1961, as consolidated and revised) of the Cayman Islands (as amended, supplemented or otherwise modified from time to time)
"Company"	Shinsun Holdings (Group) Co., Ltd. (祥生控股(集團)有限公司), an exempted company incorporated in the Cayman Islands with limited liability, the Shares of which are listed on the main board of the Stock Exchange (Stock Code: 02599)
"core connected person(s)"	has the same meaning ascribed to it under the Listing Rules
"Director(s)"	the director(s) of the Company
"Family Trust"	CGX Family Trust, being a discretionary trust established on 23 March 2020 by Mr. Chen as the settlor, with TMF (Cayman) Ltd. as the trustee
"Group"	the Company and its subsidiaries
"HK\$"	Hong Kong dollars, the lawful currency of Hong Kong
"Hong Kong"	the Hong Kong Special Administrative Region of the People's Republic of China

DEFINITIONS

"Issuance Mandate"	a general mandate proposed to be granted to the Directors to allot, issue or deal with additional Shares of not exceeding 20% of the total number of issued Shares as at the date of passing of the proposed ordinary resolution contained in item 6 of the notice of the Annual General Meeting
"Latest Practicable Date"	19 May 2022, being the latest practicable date prior to the printing of this circular for ascertaining certain information in this circular
"Listing Rules"	the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited as amended from time to time
"Mr. Chen"	Mr. Chen Guoxiang (陳國祥), one of the controlling shareholders of the Company, an executive Director and chairman of the Board
"PRC"	the People's Republic of China, but for the purpose of this circular, shall exclude Hong Kong, the Macau Special Administrative Region of the PRC and Taiwan
"Prospectus"	the prospectus of the Company dated 30 October 2020 being issued in connection with the listing of the Company on the Main Board of the Stock Exchange on 18 November 2020
"SFO"	the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) as amended from time to time
"Share(s)"	the ordinary share(s) with a par value of US\$0.01 each in the share capital of the Company
"Share Buy-back Mandate"	a general mandate proposed to be granted to the Directors to buy back Shares on the Stock Exchange of not exceeding 10% of the total number of issued Shares as at the date of passing of the proposed ordinary resolution contained in item 5 of the notice of the Annual General Meeting
"Shareholder(s)"	holder(s) of Share(s)

DEFINITIONS

"Shinfamily Holdings"	Shinfamily Holdings Limited, a company incorporated in the British Virgin Islands with limited liability on 21 January 2020 and the holding vehicle of the Family Trust, which is in turn wholly owned by TMF (Cayman) Ltd., being the trustee for the Family Trust
"Shinlight Limited"	Shinlight Limited, a company incorporated in the British Virgin Islands with limited liability on 9 December 2019 and wholly owned by Shinfamily Holdings, being one of the controlling shareholders of the Company
"Stock Exchange"	The Stock Exchange of Hong Kong Limited
"Takeovers Code"	the Code on Takeovers and Mergers approved by the Securities and Futures Commission of Hong Kong as amended from time to time
"US\$"	United States dollars, the lawful currency of United States of America
"%"	per cent

SHINSUN祥生 Shinsun Holdings (Group) Co., Ltd. 祥生控股(集團)有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 02599)

Executive Directors: Mr. Chen Guoxiang (Chairman) Mr. Chen Hongni (Chief Executive Officer) Mr. Zhao Leiyi Mr. Han Bo

Independent Non-executive Directors: Mr. Ding Jiangang Mr. Ma Hongman Mr. Hung Yuk Miu Registered Office: Cricket Square Hutchins Drive P.O. Box 2681 Grand Cayman, KY1-1111 Cayman Islands

Principal place of business and headquarters in the PRC: Building 5 Henderson-CIFI Centre South Minhang District Shanghai PRC

Principal Place of Business in Hong Kong:
40th Floor, Dah Sing Financial Centre No. 248 Queen's Road East Wanchai
Hong Kong

24 May 2022

To the Shareholders

Dear Sir/Madam,

PROPOSALS FOR (1) RE-ELECTION OF RETIRING DIRECTORS (2) GRANT OF GENERAL MANDATES TO BUY BACK SHARES AND TO ISSUE SHARES AND NOTICE OF ANNUAL GENERAL MEETING

1. INTRODUCTION

The purpose of this circular is to provide the Shareholders with the notice of the Annual General Meeting and the information reasonably necessary to enable you to make an informed decision on whether to vote for or against the proposed resolutions at the Annual General Meeting to be held on 30 June 2022.

2. PROPOSED RE-ELECTION OF THE RETIRING DIRECTORS

In accordance with Article 84(1) of the Articles of Association, one-third of the Directors for the time being (or, if their number is not a multiple of three (3), the number nearest to but not less than one-third) shall retire from office by rotation and be eligible for re-election and re-appointment at every annual general meeting, provided that every Director shall be subject to retirement by rotation at the annual general meeting at least once every three years.

Accordingly, Mr. Chen Guoxiang, Mr. Ding Jiangang and Mr. Ma Hongman shall retire by rotation and, being eligible, have offered themselves for re-election as Directors at the Annual General Meeting.

Pursuant to Article 83(3) of the Articles of Association, any Director appointed by the Board to fill a casual vacancy shall hold office only until the first general meeting. Accordingly, Mr. Hung Yuk Miu shall retire and be re-elected at the Annual General Meeting.

Details of the retiring Directors proposed to be re-elected at the Annual General Meeting are set out in Appendix I to this circular in accordance with the relevant requirements of the Listing Rules.

The nomination committee of the Company (the "Nomination Committee") has assessed and reviewed the annual written confirmation of independence of each of the independent non-executive Directors based on the independence criteria as set out in Rule 3.13 of the Listing Rules and considered that all independent non-executive Directors remain independent. The Nomination Committee has also assessed and evaluated the performance of each of the re-election Directors during the year ended 31 December 2021 and up to the Latest Practicable Date based on the nomination policy of the Company which was disclosed in the annual report of the Company and found their performance satisfactory. The Board also believes that the valuable knowledge and experience of these re-election Directors in the businesses of the Group and their general business acumen continue to generate significant contribution to the Company and the Shareholders as a whole and diversity of the Board.

3. PROPOSED GRANT OF GENERAL MANDATE TO BUY BACK SHARES

Pursuant to the ordinary resolution passed by the Shareholders on 18 June 2021, a general mandate was granted to the Directors to buy back Shares on the Stock Exchange (or any other approved stock exchange on which the securities of the Company may be listed and which is recognized by the Securities and Futures Commission of Hong Kong and the Stock Exchange), with the total number of Shares not exceeding 10% of the total number of Shares in issue immediately following the date of passing of the ordinary resolution regarding the grant of such general mandate. Such mandate will lapse at the conclusion of the Annual General Meeting. In order to give the Company the flexibility to buy back Shares if and when appropriate, an ordinary resolution will be proposed at the Annual General Meeting to approve the granting of the Share Buy-back Mandate to the Directors to buy back Shares on the Stock Exchange of not exceeding 10% of the total number of issued Shares of the Company as at the

date of passing of the proposed ordinary resolution contained in item 5 of the notice of the Annual General Meeting as set out on pages 19 to 22 of this circular (i.e. a total of 304,340,300 Shares on the basis that the issued share capital of the Company remains unchanged on the date of the Annual General Meeting).

An explanatory statement required by the Listing Rules to provide the Shareholders with requisite information reasonably necessary for them to make an informed decision on whether to vote for or against the granting of the Share Buy-back Mandate is set out in Appendix II to this circular.

4. PROPOSED GRANT OF GENERAL MANDATE TO ISSUE SHARES

In addition, pursuant to the ordinary resolution passed by the Shareholders on 18 June 2021, a general mandate was granted to the Directors to allot, issue or deal with additional Shares of not exceeding 20% of the total number of Shares in issue immediately following the date of passing of the ordinary resolution regarding the grant of such general mandate. Such mandate will lapse at the conclusion of the Annual General Meeting. In order to give the Company the flexibility to issue Shares if and when appropriate, an ordinary resolution will be proposed at the Annual General Meeting to approve the grant of the Issuance Mandate to the Directors to allot, issue or deal with additional Shares of not exceeding 20% of the total number of issued Shares as at the date of passing of the proposed ordinary resolution contained in item 6 of the notice of the Annual General Meeting as set out on pages 19 to 22 of this circular (i.e. a total of 608,680,600) Shares on the basis that the issued share capital of the Company remains unchanged on the date of the Annual General Meeting). An ordinary resolution to extend the Issuance Mandate by adding the number of Shares bought back by the Company pursuant to the Share Buy-back Mandate will also be proposed at the Annual General Meeting.

5. ANNUAL GENERAL MEETING AND PROXY ARRANGEMENT

For the purpose of determining the Shareholders' eligibility to attend, speak and vote at the Annual General Meeting, the register of members of the Company will be closed from Monday, 27 June 2022 to Thursday, 30 June 2022 (both days inclusive), during which period no transfer of Shares will be registered. In order to qualify for attending, speaking and voting at the Annual General Meeting, all share transfer documents accompanied by the relevant share certificates must be lodged with the Company's branch share registrar in Hong Kong, Computershare Hong Kong Investor Services Limited, at Shops 1712–1716, 17th Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong, no later than 4:30 p.m. on Friday, 24 June 2022.

The notice of the Annual General Meeting is set out on pages 19 to 22 of this circular.

Pursuant to 13.39(4) of the Listing Rules, any vote of Shareholders at a general meeting must be taken by poll except where the chairman decides to allow a resolution relating to a procedural or administrative matter to be voted on by a show of hands. An announcement on the poll results will be published by the Company after the Annual General Meeting in the manner prescribed under 13.39(5) of the Listing Rules.

A form of proxy for use at the Annual General Meeting is enclosed with this circular and such form of proxy is also published on the websites of Hong Kong Exchanges and Clearing Limited (http://www.hkexnews.hk) and the Company (http://www.shinsunholdings.com). To be valid, the form of proxy must be completed and signed in accordance with the instructions printed thereon and deposited, together with the power of attorney or other authority (if any) under which it is signed or a notarially certified copy of that power of attorney or authority at the Company's branch share registrar in Hong Kong, Computershare Hong Kong Investor Services Limited at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong, as soon as possible but in any event not less than 48 hours before the time appointed for holding the Annual General Meeting (i.e. by 10:00 a.m. on Tuesday, 28 June 2022) or the adjourned meeting (as the case may be). Completion and delivery of the form of proxy will not preclude you from attending, speaking and voting at the Annual General Meeting or any adjournment thereof if you so wish.

6. GENERAL INFORMATION

Your attention is drawn to the additional information set out in Appendix I (Details of the Retiring Directors Proposed for Re-election at the Annual General Meeting) and Appendix II (Explanatory Statement on the Share Buy-back Mandate) to this circular.

7. **RECOMMENDATION**

The Directors consider that the proposed re-election of the retiring Directors and grant of the Share Buy-back Mandate and the Issuance Mandate are in the best interests of the Company and the Shareholders. Accordingly, the Directors recommend the Shareholders to vote in favour of the relevant resolutions to be proposed at the Annual General Meeting.

8. **RESPONSIBILITY STATEMENT**

This circular, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief and information contained in this circular is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this circular misleading.

Yours faithfully, By order of the Board Shinsun Holdings (Group) Co., Ltd. Chen Guoxiang Chairman

The following are details of the Directors who will retire and being eligible, offer themselves for re-election at the Annual General Meeting.

EXECUTIVE DIRECTOR

(1) Mr. CHEN Guoxiang (陳國祥), aged 71, founded the Group in 1995. Mr. Chen was appointed as Director on 13 December 2019 and was re-designated as executive Director and appointed as the chairman of the Board on 21 May 2020. He is also the chairman of nomination committee of the Company. Mr. Chen is primarily responsible for formulating the overall business direction and strategic development of the Group. Mr. Chen has been the chairman of Shinsun Property Group Co., Ltd. (a company established in the PRC with limited liability on 4 January 1995 and an indirect wholly-owned subsidiary of the Company) and Xiangsheng Industrial Group Co., Ltd. ("Xiangsheng Industrial") (a company established in the PRC with limited liability on 7 July 1995 and owned as to 99% by Mr. Chen Guoxiang and 1% by Mr. Chen Hongni, the son of Mr. Chen Guoxiang) since January 1995 and July 1995, respectively. Mr. Chen also serves as a director of various subsidiaries of the Group. From November 2014 to December 2018, Mr. Chen successively served as a director and the vice chairman of the 7th board of directors and a director of the 8th board of directors of Great Wall International ACG Co., Ltd.* (長城 國際動漫遊戲股份有限公司) (formerly known as Sichuan Great Wall International ACG Co., Ltd.* (四川長城國際動漫遊戲股份有限公司) and Sichuan Shengda Industrial Co., Ltd.* (四川聖達實業股份有限公司)), a company engages in the animation industry, whose shares are listed on the Shenzhen Stock Exchange (stock code: 000835.SZ). Mr. Chen is the father of Mr. Chen Hongni, the executive Director, chief executive officer and president of the Company.

Mr. Chen has over 29 years of experience in the PRC real estate industry. Prior to founding the Group in January 1995, Mr. Chen established Zhejiang Zhuji Xiangsheng Enterprise Development Co., Ltd.* (浙江省諸暨市祥生實業開發總公司), a company engaged in real estate property development in Zhejiang Province of the PRC, in June 1993 and acted as its chairman and general manager.

Mr. Chen obtained the qualification of senior economist from Zhejiang Zhuji Personnel Bureau (浙江省諸暨市人事局) of the PRC in December 2003. Mr. Chen has successively served as a council member and an executive council member of the 7th and 8th Council of the China Real Estate Industry Association (中國房地產業協會) from May 2014 to December 2018 and from May 2019 till now, respectively. He was also appointed as the vice chairman of the New Urbanization Committee of the General Association of Zhejiang Entrepreneurs (浙商總會新城鎮產業委員會) in April 2019 and the honorary chairman of Zhoushan Charity General Association (舟山市慈善總會) in June 2019.

Mr. Chen has received multiple awards in recognition of his experience in the real estate industry. He was named as one of the "Top 10 Leading Persons in Residential Property Industry in Zhejiang Province" (浙江省住宅產業十大領軍人物) in 2004, 2008, 2010, 2011 and 2014 and was awarded the "Outstanding Economic Contribution in Zhuji City of Zhejiang Province" award in 2006, 2007, 2019 and 2020. In 2008, Mr. Chen was recognised as one of the "Top 100 Outstanding China Real Estate Entrepreneurs in 2008" (2008中國百名優秀房地產企業家) by All-China Federation of Industry and Commerce (全國房地產商會聯盟). He was awarded the "2012 Shaoxing Charity Star" (紹興市慈善之星) by Shaoxing City Charity Federation (紹興市慈善總會) in 2012 and "5th Charity Award of Zhejiang Province" (浙江省第五屆浙江慈善獎) by the People's Government of Zhejiang Province (浙江省人民政府) in 2016. Mr. Chen was also awarded the "Economic Development Merit Award" (經濟發展功勛獎) by Shaoxing Development Conference (紹興發展大會) and the "Golden Narcissus Award" (金水仙獎) by 2019 World Zhoushanese Congress (2019世界舟山人大會) in 2018 and 2019, respectively.

Mr. Chen was a director of Zhuji Fuerda Clothing Embroidery Co., Ltd.* (諸暨市福爾達 服裝刺繡有限公司) ("Fuerda Clothing"), a company established in the PRC. On 16 August 2005, the business license of Fuerda Clothing was revoked. Mr. Chen confirmed that, to the best of his knowledge and belief, Zhuji Fuerda was solvent as at the time when its business license was revoked and as of the Latest Practicable Date, no claims had been made against him and he was not aware of any actual or potential claim that has been or will be made against him as a result of the revocation of license of Fuerda Clothing.

Save as disclosed above, Mr. Chen does not at present, nor did he in the past three years, hold any directorships in other public companies the securities of which are listed on any securities market in Hong Kong or overseas, nor does he hold other positions in the Company or members of the Group.

Mr. Chen has entered into a service contract with the Company for a term of three years commencing from 20 October 2020, and is subject to retirement by rotation and re-election at the annual general meetings of the Company in accordance with the memorandum and articles of association of the Company. Pursuant to the service contract, Mr. Chen will be entitled to receive an annual remuneration (including salary, allowances and benefits in kind) of approximately RMB1.35 million for his role as executive Director, which is determined by the Board upon recommendation from the remuneration committee with reference to his qualification, level of duties and responsibilities undertaken in the Company and the prevailing market conditions.

Mr. Chen Hongni, an executive Director, is the son of Mr. Chen. Mr. Chen is deemed to have an interest in the 2,376,000,000 Shares within the meaning of Part XV of the SFO as the founder and a beneficiary of the Family Trust.

Save as disclosed above, Mr. Chen does not have any relationship with any other Directors.

Save as aforesaid, Mr. Chen confirmed there is no information which is required to be disclosed pursuant to the requirements under Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules, and there are no other matters which need to be brought to the attention of the Shareholders.

INDEPENDENT NON-EXECUTIVE DIRECTORS

(2) Mr. Ding Jiangang (丁建剛), ("Mr. Ding") aged 59, was appointed as an independent non-executive Director on 20 October 2020. He is also the chairman of remuneration committee and member of audit committee and nomination committee of the Company. Mr. Ding has approximately 32 years of experience in the media industry. From November 1985 to April 1989, Mr. Ding was the teacher and leader of the teaching and research group of building structure of Zhejiang Construction Industrial College* (浙江 省建築工業學校), where he was responsible for teaching building structure courses and management of the teaching and research group. From April 1989 to September 2008, he was the journalist and producer of Zhejiang Radio & TV Group* (浙江廣播電視集團), a group engaged in publication and sales of newspaper, magazines and videos, where he was responsible for production of property programs. From September 2008 to February 2013, he was the assistant supervisor of the economic department and the vice chief editor of the website "Live in Hangzhou" of Zhejiang Online News Website Co., Ltd.* (浙江在 線新聞網站有限公司), a company engaged in online news publication, where he was responsible for researching financial properties and providing commentaries. From March 2013 to May 2014, Mr. Ding was the head of Hangzhou Joint Founder Information Technology Co., Ltd.* (杭州中房信息科技有限公司), which is engaged in the provision of market analysis of real estate industry, and was responsible for research on real estate policy and real estate market. Since January 2019, Mr. Ding has been an independent non-executive director of Dexin China Holdings Company Limited* (德信中國控股有限 公司), a PRC property developer whose shares are listed on the Main Board of the Stock Exchange (stock code: 2019). Since 21 February 2019, Mr. Ding has been an independent non-executive director of Binjiang Service Group Co. Ltd., a property management service provider whose shares are listed on the Main Board of the Stock Exchange (stock code: 3316). Since May 2014, Mr. Ding has been the dean of Zhejiang Daily Media Real Estate Institute* (浙報傳媒地產研究院), which is engaged in the provision of market analysis of real estate industry, and is responsible for research on real estate policy and real estate market. He has also been serving at Zhejiang Real Estate Institute (浙江房地 產業協會) as a council member and is responsible for research in relation to policies and market trends in the real estate industry since October 2017. Mr. Ding obtained a bachelor's degree in civil engineering (工業與民用建築專業) from Xi'an University of Architecture and Technology* (西安建築科技大學) (formerly known as Xi'an Metallurgy Architecture College* (西安冶金建築學院)), in the PRC, in July 1983.

Save as disclosed above, Mr. Ding does not at present, nor did he in the past three years, hold any directorships in other public companies the securities of which are listed on any securities market in Hong Kong or overseas nor does he hold any other positions in the Company or members of the Group.

Mr. Ding has entered into a letter of appointment with the Company for a term of three years commencing from 20 October 2020, and is subject to retirement by rotation and re-election at the annual general meetings of the Company in accordance with the memorandum and articles of association of the Company. Pursuant to the appointment letter, Mr. Ding will be entitled to receive an annual remuneration (including salary, allowances and benefits in kind) of approximately RMB0.2 million for his role as independent non-executive Director, which is determined by the Board upon recommendation from the remuneration committee of the Company with reference to his qualification, level of duties and responsibilities undertaken in the Company and the prevailing market conditions.

As at the Latest Practicable Date, Mr. Ding does not have any interest in the Shares or underlying Shares within the meaning of Part XV of the SFO.

Mr. Ding does not have any relationship with any directors, senior management, substantial shareholders or controlling shareholders of the Company. Save as aforesaid, Mr. Ding confirmed that there is no information which is required to be disclosed pursuant to the requirements under Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules, and there is no other matter which needs to be brought to the attention of the Shareholders.

(3) Mr. Ma Hongman (馬紅漫), ("Mr. Ma") aged 46, was appointed as an independent non-executive Director on 20 October 2020. He is also a member of audit committee, remuneration committee and nomination committee of the Company. Mr. Ma has more than 18 years of experience in the media industry. From April 2002 to April 2017, he served as a producer and host of various financial television programs for Shanghai First Financial Media Co., Ltd. (上海第一財經傳媒有限公司). From September 2014 to August 2016, he served as an external postgraduate adviser of master of finance (金融碩士專業 學位研究生校外指導老師) in Tonji University (同濟大學) in the PRC. From April 2017 to April 2020, he served as the director and a senior researcher of the Institute of Enterprises Competitiveness (企業競爭力研究所) under the Institute of Chinese Enterprises Development of Shanghai Jiao Tong University (上海交通大學中國企業發展研究院). Since April 2017, Mr. Ma has been a director and president of Shanghai Youera Media Co., Ltd. (上海約珥傳媒有限公司), a media company, where he oversees the business operation, and a member of the experts committee of Shanghai Brand Development Center (上海品牌促進中心). Since December 2018, he has been a guest lecturer of SILC Business School of Shanghai University (上海大學悉尼工商學院) for three years.

Mr. Ma obtained the qualification of an international actuary (國際註冊精算師) from the USA Federal International Qualification Authentication Corp. (美國聯邦國際資格認證協會) in September 2017. He was named as one of "2011-2012 Top Ten Young Economic Figures in Shanghai" (2011年-2012年上海十大青年經濟人物) by Shanghai Young Entrepreneurs Association (上海市青年企業家協會) in March 2013, and "Shanghai Top Ten Outstanding Youth" (上海十大傑出青年) by the 18th Shanghai Top Ten Outstanding Youth Selection Activity Group (第十八屆上海十大傑出青年評選活動組) formed by representatives of various organizations including Shanghai Youth Federation, Xinhua News Agency (Shanghai branch), Shanghai Television Station and Liberation Daily Newspaper Group in December 2015. He was also awarded the "Shanghai Youth May Fourth Medal" (上海市青年五四獎章) by the Central Committee of the Communist Youth League (共青團上海市委員會) and Shanghai Human Resources and Social Security Bureau (上海市人力資源和社會保障局) in May 2014.

Mr. Ma obtained a master's degree in industrial economics from Shanghai University (上海大學) in the PRC in April 2002 and a doctorate degree in economics from Shanghai Academy of Social Sciences (上海社會科學院) in the PRC in July 2007.

Save as disclosed above, Mr. Ma does not at present, nor did he in the past three years, hold any directorships in other public companies the securities of which are listed on any securities market in Hong Kong or overseas nor does he hold any other positions in the Company or members of the Group.

Mr. Ma has entered into a letter of appointment with the Company for a term of three years commencing from 20 October 2020, and is subject to retirement by rotation and re-election at the annual general meetings of the Company in accordance with the memorandum and articles of association of the Company. Pursuant to the appointment letter, Mr. Ma will be entitled to receive an annual remuneration (including salary, allowances and benefits in kind) of approximately RMB0.2 million for his role as independent non-executive Director, which is determined by the Board upon recommendation from the remuneration committee with reference to his qualification, level of duties and responsibilities undertaken in the Company and the prevailing market conditions.

As at the Latest Practicable Date, Mr. Ma does not have any interest in the Shares or underlying Shares within the meaning of Part XV of the SFO.

Mr. Ma does not have any relationship with any directors, senior management, substantial shareholders or controlling shareholders of the Company. Save as aforesaid, Mr. Ma confirmed that there is no information which is required to be disclosed pursuant to the requirements under Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules, and there are no other matters which need to be brought to the attention of the Shareholders.

(4) Mr. Hung Yuk Miu (洪育苗), ("Mr. Hung") aged 41, was appointed as an independent non-executive Director and the chairman of the audit committee of the Company on 1 March 2022. He has more than 15 years of experiences in accounting and audit, corporate finance, investor relations, company secretarial and governance. Mr. Hung currently is a non-executive director of ST International Holdings Company Limited (stock code: 8521) (the "ST International").

From August 2004 to October 2006, Mr. Hung worked at Deloitte Touche Tohmatsu, Hong Kong branch, an accountancy firm, and his last position was senior accountant, responsible for external audit works. From October 2006 to May 2014, he worked at Deloitte Touche Tohmatsu Certified Public Accountants LLP, Shenzhen branch, an accountancy firm, and his last position was manager in audit department, responsible for external audit works. From March 2017 up to now, Mr. Hung successively served as an executive director, chief financial officer, company secretary and non-executive director during his employment with ST International. From July 2019 to May 2020, Mr. Hung served as chief financial officer and company secretary of Sheng Yuan Holdings Limited (stock code: 851). From June 2020 up to now, Mr. Hung served as vice president, company secretary and chief financial officer of Greentech Technology International Limited (stock code: 195).

Mr. Hung graduated from Curtin University of Technology in Australia with a Bachelor of Commerce (double major in accounting and finance) in September 2004. In November 2007, Mr. Hung was admitted as a certified practising accountant of the Certified Practising Accountant of CPA Australia Ltd. Since January 2011, he has been a certified public accountant of the Hong Kong Institute of Certified Public Accountants.

Save as disclosed above, Mr. Hung does not at present, nor did he in the past three years, hold any directorships in other public companies the securities of which are listed on any securities market in Hong Kong or overseas nor does he hold any other positions in the Company or members of the Group.

Mr. Hung has entered into a letter of appointment with the Company in respect of the appointment as an independent non-executive Director for a term of three years commencing from 1 March 2022. He is entitled to a director's fee of HK\$240,000 per annum for his directorship in the Company, which was determined by the Board on the recommendation of the remuneration committee of the Company with reference to his qualifications, experience, level of duties and responsibilities undertaken in the Company and the prevailing market conditions.

As at the Latest Practicable Date, Mr. Hung does not have any interest in the Shares or underlying Shares within the meaning of Part XV of the SFO.

Mr. Hung does not have any relationship with any directors, senior management, substantial shareholders or controlling shareholders of the Company. Save as aforesaid, Mr. Hung confirmed that there is no information which is required to be disclosed pursuant to the requirements under Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules, and there are no other matters which need to be brought to the attention of the Shareholders.

* For identification purpose only

The following is an explanatory statement required by the Listing Rules to provide the Shareholders with requisite information reasonably necessary for them to make an informed decision on whether to vote for or against the ordinary resolution to be proposed at the Annual General Meeting in relation to the granting of the Share Buy-back Mandate.

1. SHARE CAPITAL

As at the Latest Practicable Date, the issued share capital of the Company comprised 3,043,403,000 Shares.

Subject to the passing of the ordinary resolution set out in item 5 of the notice of the Annual General Meeting in respect of the granting of the Share Buy-back Mandate and on the basis that the issued share capital of the Company remains unchanged on the date of the Annual General Meeting, i.e. being 3,043,403,000 Shares, the Directors would be authorized under the Share Buy-back Mandate to buy back, during the period in which the Share Buy-back Mandate remains in force, a total of 304,340,300 Shares, representing 10% of the total number of Shares in issue as at the date of the Annual General Meeting.

2. REASONS FOR SHARE BUY-BACK

The Directors believe that the granting of the Share Buy-back Mandate is in the best interests of the Company and the Shareholders.

Shares buy-back may, depending on the market conditions and funding arrangements at the time, lead to an enhancement of the net asset value per Share and/or earnings per Share and will only be made when the Directors believe that such a buy-back will benefit the Company and the Shareholders.

3. FUNDING OF SHARE BUY-BACK

The Company may only apply funds entirely from the Company's available cash flow or working capital facilities which will be funds legally available for such purpose in accordance with its Articles of Association, the Cayman Companies Law, the Listing Rules and any applicable laws.

4. IMPACT OF SHARE BUY-BACK

There might be a material adverse impact on the working capital or gearing position of the Company (as compared with the position disclosed in the audited accounts contained in the annual report of the Company for the year ended 31 December 2021) in the event that the Share Buy-back Mandate was to be carried out in full at any time during the proposed buy-back period. However, the Directors do not intend to exercise the Share Buy-back Mandate to such extent as would, in the circumstances, have a material adverse effect on the working capital requirements of the Company or the gearing levels.

5. MARKET PRICES OF SHARES

The highest and lowest prices per Share at which Shares have traded on the Stock Exchange during each of the previous 12 months preceding the Latest Practicable Date were as follows:

	Month	Highest	Lowest
		HK\$	HK\$
2021	April	6.50	5.76
	May	6.38	5.62
	June	6.40	5.51
	July	5.71	4.91
	August	6.25	4.84
	September	6.32	4.64
	October	5.40	4.45
	November	4.96	1.32
	December	1.41	0.84
2022	January	1.52	0.84
	February	1.16	0.87
	March	0.91	0.63
	April	0.81	0.56
	May (up to and including the Latest	0.81	0.55
	Practicable Date)		

6. GENERAL

To the best of their knowledge and having made all reasonable enquiries, none of the Directors nor any of their respective close associates (as defined in the Listing Rules) have any present intention to sell any Shares to the Company in the event that the granting of the Share Buy-back Mandate is approved by the Shareholders.

The Company has not been notified by any core connected persons (as defined in the Listing Rules) of the Company that they have a present intention to sell any Shares to the Company, or that they have undertaken not to sell any Shares held by them to the Company in the event that the granting of the Share Buy-back Mandate is approved by the Shareholders.

The Directors have undertaken to the Stock Exchange to exercise the power of the Company to buy back Shares pursuant to the Share Buy-back Mandate in accordance with the Listing Rules and the applicable laws of Cayman Islands.

7. TAKEOVERS CODE

If as a result of a buy-back of Shares pursuant to the Share Buy-back Mandate, a Shareholder's proportionate interest in the voting rights of the Company increases, such increase will be treated as an acquisition of voting rights for the purposes of the Takeovers Code. Accordingly, a Shareholder or a group of Shareholders acting in concert (within the meaning under the Takeovers Code), depending on the level of increase in the Shareholder's interest, could obtain or consolidate control of the Company and thereby become obliged to make a mandatory offer in accordance with Rule 26 of the Takeovers Code.

To the best knowledge of the Company, as at the Latest Practicable Date, according to the register of interests kept by the Company pursuant to section 336 of the SFO and so far as is known to, or can be ascertained after reasonable enquiry by the Directors, the following Shareholders were directly or indirectly interested in 5% or more of the issued Shares:-

Name of Shareholders	Number of Shares in which interested Long position (L)	Capacity in which Shares are held	Approximate percentage of existing shareholding
Mr. Chen ^(Note 1)	2,376,000,000 (L)	Founder of a trust	78.07%
TMF (Cayman) Ltd ^(Note 1)	2,376,000,000 (L)	Trustee of a trust	78.07%
Shinfamily Holdings ^(Note 1)	2,376,000,000 (L)	Interest in a controlled corporation	78.07%
Shinlight Limited ^(Note 1)	2,376,000,000 (L)	Beneficiary owner	78.07%
Mr. Chen Hongni ^(Note 2)	2,376,000,000 (L)	Beneficiary of a trust	78.07%
Ms. Zhu Guoling ^(Note 3)	2,376,000,000 (L)	Interest of spouse	78.07%

Notes:

- (1) The entire issued share capital of Shinlight Limited is held by Shinfamily Holdings, which is the holding vehicle of TMF (Cayman) Ltd.. TMF (Cayman) Ltd. is the trustee of the Family Trust, a discretionary trust established by Mr. Chen as settlor, the beneficiaries of which are Mr. Chen and his family members. Accordingly, each of Mr. Chen, TMF (Cayman) Ltd. and Shinfamily Holdings is deemed under the SFO to be interested in the Shares held by Shinlight Limited.
- (2) Mr. Chen Hongni is the son of Mr. Chen and is a beneficiary of the Family Trust.
- (3) Ms. Zhu Guoling is the spouse of Mr. Chen. Under the SFO, Ms. Zhu Guoling is deemed to be interested in the same Shares in which Mr. Chen is interested.

EXPLANATORY STATEMENT ON THE SHARE BUY-BACK MANDATE

Assuming no further Shares are issued between the Latest Practicable Date and the date of a buy-back under the proposed Share Buy-back Mandate, in the event that the Directors exercise the proposed Share Buy-back Mandate in full, the shareholding of Mr. Chen and persons acting in concert with him would be increased to approximately 86.74% of the issued share capital of the Company. The Directors consider that such increase in shareholding would not give rise to an obligation to make a mandatory offer under Rule 26 of the Takeovers Code.

As disclosed in the Prospectus and the announcement of the Company dated 11 December 2020, the Stock Exchange has granted the Company a waiver from strict compliance with Rule 8.08(1)(a) of the Listing Rules, pursuant to which the minimum percentage of the Shares from time to time held by the public shall be 21.9% of the total issued share capital of the Company after the exercise of the Over-allotment Option (as defined in the Prospectus).

The Directors do not propose to exercise the Share Buy-back Mandate to such an extent as would, in the circumstances, give rise to an obligation to make a mandatory offer in accordance with Rule 26 of the Takeovers Code and/or result in the aggregate number of Shares held by the public shareholders falling below the prescribed minimum percentage required by the Stock Exchange.

8. SHARE BUY-BACK MADE BY THE COMPANY

During the 6 months prior to the Latest Practicable Date, the Company had not bought back any of the Shares (whether on the Stock Exchange or otherwise).

SHINSUN 祥生

Shinsun Holdings (Group) Co., Ltd. 祥生控股(集團)有限公司

(Incorporated in the Cayman Islands with limited liability) (Stock code: 02599)

NOTICE OF ANNUAL GENERAL MEETING

NOTICE IS HEREBY GIVEN THAT the annual general meeting (the "**Annual General Meeting**") of Shinsun Holdings (Group) Co., Ltd. (the "**Company**") will be held at 18th Floor, Hangzhou New Media Industry Building, No. 58 Xintang Road, Shangcheng District, Hangzhou City on Thursday, 30 June 2022 at 10:00 a.m. for the following purposes:

- 1. To receive, consider and adopt the audited consolidated financial statements of the Company and its subsidiaries and the reports of the directors of the Company (the "**Directors**") and auditor of the Company for the year ended 31 December 2021.
- 2. To consider and approve, each as a separate resolution, if thought fit, the following resolutions:
 - (a) To re-elect Mr. Chen Guoxiang as an executive Director.
 - (b) To re-elect Mr. Ding Jiangang as an independent non-executive Director.
 - (c) To re-elect Mr. Ma Hongman as an independent non-executive Director.
 - (d) To re-elect Mr. Hung Yuk Miu as an independent non-executive Director.
- 3. To authorise the board of Directors (the "**Board**") to fix the remuneration of the Directors.
- 4. To re-appoint Ernst & Young as auditor of the Company to hold office until the conclusion of the next annual general meeting and to authorize the Board to fix its remuneration.
- 5. To consider and, if thought fit, pass with or without amendments, the following resolution as an ordinary resolution:

"THAT:

(a) subject to compliance with the prevailing requirements of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules") and paragraph (b) below, a general mandate be and is hereby generally and unconditionally given to the directors of the Company to exercise during the Relevant Period (as defined below) all the powers of the Company to buy-back its shares in accordance with all applicable laws, rules and regulations;

- (b) the total number of shares of the Company to be bought back pursuant to the mandate in paragraph (a) above shall not exceed 10% of the total number of issued shares of the Company as at the date of passing of this resolution (subject to adjustment in the case of any consolidation or subdivision of shares of the Company after the date of passing of this resolution); and
- (c) for the purposes of this resolution:

"**Relevant Period**" means the period from the passing of this resolution until whichever is the earliest of:

- (i) the conclusion of the next annual general meeting of the Company;
- (ii) the expiration of the period within which the next annual general meeting of the Company is required by the articles of association of the Company or any applicable laws to be held; and
- (iii) the date on which the authority set out in this resolution is revoked or varied by an ordinary resolution of the shareholders in general meeting."
- 6. To consider and, if thought fit, pass with or without amendments, the following resolution as an ordinary resolution:

"THAT:

- (a) subject to compliance with the prevailing requirements of the Listing Rules and paragraph (b) below, a general mandate be and is hereby generally and unconditionally given to the directors of the Company to allot, issue and deal with additional shares in the capital of the Company and to make or grant offers, agreements and options which might require the exercise of such powers during or after the end of the Relevant Period (as defined below) in accordance with all applicable laws, rules and regulations;
- (b) the aggregate number of shares allotted or agreed conditionally or unconditionally to be allotted by the directors pursuant to the mandate in paragraph (a) above, otherwise than pursuant to:
 - (i) a Rights Issue (as defined below);
 - (ii) the exercise of options under a share option scheme of the Company; and
 - (iii) any scrip dividend scheme or similar arrangement providing for the allotment of shares in lieu of the whole or part of a dividend on shares of the Company in accordance with the articles of association of the Company,

shall not exceed 20% of the total number of issued shares of the Company as at the date of passing of this resolution (subject to adjustment in the case of any consolidation or subdivision of shares of the Company after the date of passing of this resolution); and

(c) for the purposes of this resolution:

"**Relevant Period**" means the period from the passing of this resolution until whichever is the earliest of:

- (i) the conclusion of the next annual general meeting of the Company;
- (ii) the expiration of the period within which the next annual general meeting of the Company is required by the articles of association of the Company or any applicable laws to be held; and
- (iii) the date on which the authority set out in this resolution is revoked or varied by an ordinary resolution of the shareholders in general meeting.

"**Rights Issue**" means an offer of shares open for a period fixed by the directors to holders of shares of the Company or any class thereof on the register on a fixed record date in proportion to their then holdings of such shares or class thereof (subject to such exclusions or other arrangements as the directors may deem necessary or expedient in relation to fractional entitlements or having regard to any restrictions or obligations under the laws of any relevant jurisdiction or the requirements of any recognized regulatory body or any stock exchange)."

7. To consider and, if thought fit, pass with or without amendments, the following resolution as an ordinary resolution:

"THAT conditional upon the passing of the resolutions set out in items 5 and 6 of this notice convening this meeting, the general mandate referred to in the resolution set out in item 6 of this notice be and is hereby extended by the addition to the aggregate number of shares which may be allotted and issued or agreed conditionally or unconditionally to be allotted and issued by the directors pursuant to such general mandate referred to in resolution set out in item 5 of this notice, provided that such number of shares shall not exceed 10% of the total number of issued shares of the Company as at the date of passing of this resolution (subject to adjustment in the case of any consolidation or subdivision of shares of the Company after the date of passing of this resolution)."

By Order of the Board Shinsun Holdings (Group) Co., Ltd. Chen Guoxiang Chairman

Hong Kong, 24 May 2022

Notes:

- 1. All resolutions at the meeting will be taken by poll (except where the chairman decides to allow a resolution relating to a procedural or administrative matter to be voted on by a show of hands) pursuant to the Listing Rules. The results of the poll will be published on the websites of Hong Kong Exchanges and Clearing Limited and the Company in accordance with the Listing Rules.
- 2. Any shareholder of the Company entitled to attend and vote at the meeting is entitled to appoint another person as his proxy to attend and on a poll, vote instead of him. A shareholder who is the holder of two or more shares may appoint more than one proxy to represent him and vote on his behalf at the Annual General Meeting. A proxy need not be a shareholder of the Company. If more than one proxy is appointed, the number of shares in respect of which each such proxy so appointed must be specified in the relevant form of proxy. Every shareholder present in person or by proxy shall be entitled to one vote for each share held by him.
- 3. In order to be valid, the form of proxy together with the power of attorney or other authority, if any, under which it is signed or a certified copy of that power of attorney or authority, must be deposited at the Company's branch share registrar in Hong Kong, Computershare Hong Kong Investor Services Limited, at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong not less than 48 hours before the time appointed for the meeting (i.e. by 10:00 a.m. on Tuesday, 28 June 2022) or the adjourned meeting (as the case may be). Completion and return of the form of proxy shall not preclude a shareholder of the Company from attending, speaking and voting in person at the meeting and, in such event, the instrument appointing a proxy shall be deemed to be revoked.
- 4. For determining the entitlement to attend and vote at the meeting, the register of members of the Company will be closed from Monday, 27 June 2022 to Thursday, 30 June 2022, both dates inclusive, during which period no transfer of shares will be registered. In order to be eligible to attend and vote at the Annual General Meeting, unregistered holders of shares of the Company shall ensure that all transfer documents accompanied by the relevant share certificates must be lodged with the Company's branch share registrar, Computershare Hong Kong Investor Services Limited, at Shops 1712-1716 17th Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong for registration not later than 4:30 p.m. on Friday, 24 June 2022.
- 5. A circular containing further details concerning items 2, 5 and 6 set out in the above notice will be sent to all shareholders of the Company together with this notice.
- 6. In light of the continuing risks posed by the COVID-19 pandemic, the meeting will NOT serve refreshment or distribute souvenirs. The Company also strongly encourages shareholders NOT to attend the meeting in person, and advises shareholders to appoint the chairman of the Company as their proxy to vote according to their indicated voting instructions as an alternative to attending the meeting in person.
- 7. The translation into Chinese language of this notice is for reference only. In case of any inconsistency, the English version shall prevail.
- 8. References to time and dates in this notice are to Hong Kong time and dates.