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NOIZ GROUP LIMITED

聲揚集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8163)

BUSINESS UPDATE

OFFICIAL DISTRIBUTOR OF HOLOGRAPHIC PRODUCTS OF PROTO, INC.

This announcement is made by NOIZ Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to keep the shareholders of the Company and potential investors informed of the latest business development of the Group.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that on 24 October 2023, NOIZ Distribution Limited (“**NOIZ Distribution**”), a wholly-owned subsidiary of the Company, entered into an official distribution agreement (the “**Distribution Agreement**”) with Proto, Inc., (“**Proto**”), a corporation established in Delaware, United States, in relation to the appointment of and grant of right to NOIZ Distribution to distribute (the “**Distribution**”) of Proto’s holographic products (the “**Products**”) in Vietnam.

INFORMATION ON PROTO AND THE PRODUCTS

Proto is the world’s first, patented holographic communications platform which provides an end-to-end system for creation, management, delivery & playback of interactive hologram content. Proto’s holographic product can be extensively utilized on various industries.

Proto is growing very quickly and is working with customers globally including many Fortune 500 companies, major league sports franchises and some of the world’s best-known celebrities and others.

To the best of the Directors' knowledge, information and belief having made all reasonable enquiries, Proto and its ultimate beneficial owner(s) (if applicable) are independent third parties not connected with the Company and its connected persons (as defined in the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited (the "**GEM Listing Rules**")).

Holographic products refer to a range of technological solutions that utilize holography, a technique that creates three-dimensional images through the interference of light waves. These products leverage holographic displays, projectors, or other devices to generate realistic and immersive visual experiences. These products offer a unique way to engage audiences, deliver captivating presentations, showcase products, and create memorable experiences by bringing virtual objects to life in a tangible and interactive manner. Most amazing of all, it brings people together disregard of where they are and the physical distance between them. With advances in holographic technology, these products are constantly evolving and becoming more affordable and convenient to adopt.

Whether in education, entertainment or business, holographic products offer a unique and unforgettable way to captivate audiences and leave a lasting impression. Embrace the future of visual innovation and step into a world where holography brings dreams to life.

Pursuant to the Distribution Agreement, NOIZ Distribution is granted the right in Vietnam to distribute holographic products of Proto including (i) a truly life-size and life-like presence holographic product (Epic) with high fidelity speakers, 4K video, and a touchscreen that enable users to interact as if they were in the same room together; and (ii) a portable, sleek display (M Unit) that offers all the amazing features of holography in a portable, tabletop form.

INFORMATION OF THE GROUP

The Group is principally engaged in (i) financial services business including provision of corporate finance advisory services, asset management business and money lending services; (ii) corporate consulting business including company secretarial services, accounting and financial reporting services and management consulting services; and (iii) digital business that leverages blockchain, artificial intelligence, and immersive interaction technologies to create value and protection to individuals, creators, artists, businesses and brand owners, and offer various opportunities within the entertainment sector, including the organization/production of and investment in concerts, events and festivals.

BENEFITS OF ENTERING INTO THE DISTRIBUTION AGREEMENT

The Company believes that 3D holographic display product offers unique and immersive experience and interaction for audiences, which can be broadly adopted, in particular, in education, training, communications, entertainment, branding & marketing and even healthcare industry (collectively, the "**Targeted Industries**").

The Company has always been exploring to expand into different geographical areas, and Vietnam's economy and market are considered to have immense potential for growth and development. Experts from the International Monetary Fund (IMF) maintained their forecast for Vietnam's gross domestic product (GDP) growth at 4.7% in 2023, with a growth rate projection of 5.5% in 2024 and 6.0% in 2025, respectively, as Vietnam is expected to continue to be a key beneficiary of the shift in global manufacturing supply chains towards competitive Southeast Asian manufacturing hubs. Besides, the consumer spending in Vietnam has reached an all time high of approximately USD213 billion in 2022, representing an increase of approximately 11.52% as compared to approximately USD191 billion in 2021. It is anticipated that the consumer spending in the country would trend around approximately USD237 billion in 2024 and approximately USD251 billion in 2025, respectively.

Given the positive outlook of the economy of Vietnam, the Board is of the view that the entering into of the Distribution Agreement can facilitate the Group's expansion in the country, by selling the Products in the Targeted Industries in Vietnam, and to achieve short-medium return to the Group.

On the other hand, it is expected that various concerts/events/festivals will be organized/co-organized by the Group in 2024, and the Distribution can provide the Company more options to leverage of technology and to deploy the Products to the forthcoming concerts/events/festivals to deliver exceptional and immersive experience to the audiences.

In longer term, the Company intends to utilize the Group's blockchain technology to develop an all-round ecosystem at both devices and content level for creators (including education centers, brand owners, individual artists) to store, manage and access of their content on the blockchain to achieve the benefits of decentralized transparency, enhanced security, increased efficiency, and cost reduction, with the ultimate aim to assist all stakeholders to monetize of the ecosystem.

The Board believes that the Distribution Agreement and the Distribution offer good support for the Group to attain the above-mentioned business objective and is in the interests of the Company and its shareholders as a whole.

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

By order of the Board
NOIZ GROUP LIMITED
Wong Hin Shek
Chairman and Chief Executive Officer

Hong Kong, 3 November 2023

As at the date of this announcement, the executive Directors are Mr. Wong Hin Shek (Chairman and Chief Executive Officer) and Ms. Tsang Kwai Ping, the independent non-executive Directors are Ms. Ng Ka Sim, Casina, Mr. Wong Wing Kit and Ms. Yeung Mo Sheung, Ann.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM 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 the information contained in this announcement 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 announcement misleading.

This announcement will remain on the “Latest Listed Company Information” page of the Stock Exchange’s website at www.hkexnews.hk for at least seven days from the date of its publication and on the Company’s website at www.noiz-group.com.