



Strawbear Entertainment Group 稻草熊娱乐集团

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 2125)

March 20, 2024

Dear Shareholders

New Arrangements on Dissemination of Corporate Communications

INTRODUCTION

Pursuant to amended Rule 2.07A¹ of the Rules (the “**Listing Rules**”) Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and the articles of association of Strawbear Entertainment Group (the “**Company**”), the Company will disseminate the future corporate communications of the Company (the “**Corporate Communications**”²) to its shareholders (“**Shareholder(s)**”³) electronically and only send Corporate Communications in printed form to the Shareholders upon request.

In this connection, the following arrangements come into effect on March 20, 2024.

ARRANGEMENTS

1. Actionable Corporate Communications

The Company will send the actionable corporate communications of the Company (“**Actionable Corporate Communications**”⁴) to its Shareholders individually in electronic form by email. If the Company does not possess the email address of a Shareholder or the email address provided is not functional⁵, the Company will send the Actionable Corporate Communications in printed form together with a request form for soliciting the Shareholder’s functional email address to facilitate electronic dissemination of Actionable Corporate Communications in the future.

2. Corporate Communications

The Company will make the Corporate Communications available on its website (www.strawbearentertainment.com) and HKEXnews website (www.hkexnews.hk).

The Company will not send a notice of publication of the Website Version⁶ of Corporate Communications to its Shareholders. The Shareholders are encouraged to proactively monitor the availability of all future Corporate Communications on the websites and access the Website Version of Corporate Communications by themselves.

3. Provision of Shareholder's Email Address to the Company

In support of electronic communication by email, the Company recommends its Shareholders to complete the online form by scanning above QR Code which is valid by May 20, 2024. Should the Shareholders, for any reason, have difficulty in gaining access to the online form, they may provide the Company with their email addresses at any time in future by giving reasonable notice in writing to the Company's branch share registrar, Tricor Investor Services Limited at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong or by email to 2125-ecom@hk.tricorglobal.com.

It is the responsibility of a Shareholder to provide email address that is functional. If the Company does not possess the email address of a Shareholder or the email address provided is not functional, the Company will act according to the above arrangements. The Company will be considered to have complied with the Listing Rules if it sends Actionable Corporate Communications to the email address provided by a Shareholder without receiving any "non-delivery message".

4. Request for Corporate Communications and Actionable Corporate Communications in printed form

For those Shareholders who wish to receive a printed version of all future Corporate Communications and Actionable Corporate Communications or, if for any reason, the Shareholders who have difficulty in gaining access to the Company's website, the Company will, upon receipt of requests in writing by the Shareholders to the Company's branch share registrar, Tricor Investor Services Limited at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong or by email to 2125-ecom@hk.tricorglobal.com, send future Corporate Communications and/or Actionable Corporate Communications (as the case may be) to such Shareholders in printed form free of charge. Please note that the preference in receiving Corporate Communications and Actionable Corporate Communications in printed form of a Shareholder will be valid unless being revoked or superseded or until its expiration on the last day of the following financial year of the Company (whichever is earlier). Further request in writing will be required if a Shareholder prefers to continue receiving printed copy of future Corporate Communications and Actionable Corporate Communications.

Details of the arrangements (i) for dissemination of Corporate Communications and Actionable Corporate Communications and (ii) for requesting printed copies of Corporate Communications or Actionable Corporate Communications are published under the section "Investor Relations" in the Company's website (www.strawbearentertainment.com). For any queries in relation to this letter, please call the Company's branch share registrar, Tricor Investor Services Limited, at (852) 2980 1333 during business hours from 9:00 a.m. to 6:00 p.m. from Monday to Friday, excluding Hong Kong public holidays, or by sending an email to 2125-ecom@hk.tricorglobal.com.

¹ With effect from December 31, 2023.

² Corporate Communications include any document(s) issued or to be issued by the Company for the information or action of holders of any of its securities or the investing public, including but not limited to (a) the directors' report and its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim report; (c) the quarterly report, if any; (d) a notice of meeting; (e) a listing document; (f) a circular; and (g) a proxy form.

³ Holder(s) of the Share(s) of the Company.

⁴ Actionable Corporate Communications refer to any corporate communications that seek instructions from the Shareholders of the Company on how they wish to exercise their rights or make elections as the Company's Shareholders.

⁵ It is the responsibility of a Shareholder to provide email address that is functional. The Company will be considered to have complied with the Listing Rules if it sends Actionable Corporate Communications to the email address provided by a Shareholder without receiving any "non-delivery message".

⁶ The version of Corporate Communications being published, in both English and Chinese, on the Company's website.

By Order of the Board
Strawbear Entertainment Group
Liu Xiaofeng
Chairman