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## **KINGKEY INTELLIGENCE CULTURE HOLDINGS LIMITED**

### **京基智慧文化控股有限公司**

*(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)*

**(Stock code: 550)**

## **PROPOSED CHANGE OF COMPANY NAME**

The board (the “**Board**”) of directors (the “**Directors**”) of Kingkey Intelligence Culture Holdings Limited (the “**Company**”) proposes to change the English name of the Company from “Kingkey Intelligence Culture Holdings Limited” to “Allegro Culture Limited”, and to change the secondary name of the Company in Chinese from “京基智慧文化控股有限公司” to “律齊文化有限公司” (collectively, the “**Proposed Change of Company Name**”).

The Proposed Change of Company Name is subject to the following conditions having been satisfied:

- (a) the passing of a special resolution by the shareholders of the Company (the “**Shareholders**”) at the special general meeting of the Company (the “**SGM**”) to be convened to consider and, if thought fit, approve the Proposed Change of Company Name; and
- (b) the Registrar of Companies in Bermuda granting approval for the Proposed Change of Company Name.

Subject to the satisfaction of the conditions set out above, the Proposed Change of Company Name will become effective from the date on which the Registrar of Companies in Bermuda registers the new company names, in English and in Chinese as evident by the issue of a certificate of incorporation on change of name and a certificate of secondary name, respectively. Thereafter, the Company will carry out the necessary filing procedures with the Companies Registry in Hong Kong.

## **REASONS FOR THE PROPOSED CHANGE OF COMPANY NAME**

The Board considers that the Proposed Change of Company Name will simplify the English and Chinese names of the Company and better identify the Company’s corporate image, thereby benefiting the Company’s future business development. The Board therefore considers that the Proposed Change of Company Name is in the best interests of the Company and the Shareholders as a whole.

## **EFFECTS OF THE PROPOSED CHANGE OF COMPANY NAME**

The Proposed Change of Company Name will not affect any rights of the Shareholder. All existing share certificates in issue bearing the Company's present name shall continue to be valid evidence of title to the shares of the Company and continue to be valid for trading, settlement, registration and delivery purposes. Accordingly, there will not be any arrangement for the free exchange of the existing share certificates for new share certificates bearing the new names of the Company. Once the Proposed Change of Company Name has become effective, share certificates will be issued in the new names of the Company.

Subject to the confirmation by The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**"), the English and Chinese stock short names of the Company for trading in its securities on the Stock Exchange will also be changed after the Proposed Change of Company Name becoming effective. Further announcement(s) will be made by the Company to inform the Shareholders of the results of the SGM, the effective date of the Proposed Change of Company Name, the new stock short names of the Company and other relevant matters as and when appropriate.

## **GENERAL**

The SGM will be convened and held for the Shareholders to consider and, if thought fit, approve the Proposed Change of Company Name. A circular containing, among other things, details of the Proposed Change of Company Name, together with the notice of the SGM will be dispatched to the Shareholders as soon as practicable.

By order of the Board  
**Kingkey Intelligence Culture Holdings Limited**  
**Chen Jiajun**  
*Chairman*

Hong Kong, 8 April 2024

*As at the date of this announcement, the Board comprises Mr. Chen Jiajun (Chairman) and Ms. Yiu Sze Wai as executive Directors; Mr. Ma Fei and Mr. Ng Wai Hung as non-executive Directors; and Ms. Tang Po Lam Paulia, Mr. Chan Chiu Hung Alex, Mr. Chai Chung Wai, Mr. Wong Kwok Kuen and Mr. Li Chaobo as independent non-executive Directors.*