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COOL LINK (HOLDINGS) LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 8491)

VOLUNTARY ANNOUNCEMENT

ENTERING INTO MEMORANDUM OF UNDERSTANDING IN RESPECT OF STRATEGIC CONSULTANCY COOPERATION

This announcement is made by Cool Link (Holdings) Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis for keeping the shareholders of the Company (the “**Shareholders**”) and its potential investors informed of the latest business development of the Group.

The board of directors of the Company (the “**Board**”) is pleased to announce that:

1. On 25 April 2024 (after trading hours), the Company entered into a non-binding memorandum of understanding (the “**MOU**”) with Prosperous Eve Holding Limited (“**Prosperous Eve International**”) in relation to, among others, (i) the proposed invitation of Prosperous Eve International to provide consultancy services on investor relations management (“**Investor Relations Management**”); and (ii) on the basis of consultancy services on investor relations, the provision of one-stop financial public relations services, to uphold the value of “creating value through communication and building the future together”.
2. On 25 April 2024 (after trading hours), the Company entered into a non-binding memorandum of understanding (the “**MOU**”) with Shenzhen Hantong Assets Management Co., Ltd.* (“**Hantong Capital**”) in relation to, among others, (i) the proposed invitation of Hantong Capital to provide consultancy services on corporate value management (“**Corporate Value Management**”); and (ii) the search for long-term value targeting the continual growth of the Group with long-term value as the direction, by capitalizing on the professional capabilities of corporate value management consultancy services of Hantong Capital, providing one-stop Employee Stock Ownership Plan (“**ESOP**”) options management services.

The MOU is intended to document the preliminary mutual understanding between the parties to the MOU as a platform for further negotiations and no binding agreement in relation to the consultancy services has been entered into by the relevant parties.

REASONS FOR AND BENEFITS OF THE CONSULTANCY SERVICES

The Board believes that:

1. the invitation of Prosperous Eve International to provide its professional Investor Relations Management services can strengthen the financial public relations capabilities of the Group and the invitation of Hantong Capital to provide its professional Corporate Value Management consultancy services can strengthen the capabilities of continual growth of the Group.
2. the abovementioned cooperation can enhance the financial performance of the Company, and the Board believes it is beneficial and in the interests of the Company and the Shareholders as a whole.

To the best of the knowledge, information and belief of the directors of the Company, having made all reasonable enquiries, Prosperous Eve International, Hantong Capital and their ultimate beneficial owners are independent third parties and are not connected persons of the Company (as defined in the Rules Governing the Listing of Securities on the Stock Exchange (the “**Listing Rules**”)).

Shareholders and potential investors of the Company should note that the MOU may or may not lead to a definitive agreement and the transactions contemplated thereunder may or may not be completed. The Board wishes to emphasize that no binding agreement in relation to the consultancy services has been entered into by the Company as at the date of this announcement. The consultancy services, if confirmed, may constitute a notifiable transaction of the Company under the Listing Rules. Further announcement(s) will be made by the Company in this regard as and when required under the Listing Rules.

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

By Order of the Board
Cool Link (Holdings) Limited
Tan Seow Gee
Chairman and Executive Director

Hong Kong, 25 April 2024

As at the date of this announcement, the executive Directors are Mr. Tan Seow Gee and Mr. Gay Teo Siong; the non-executive Director is Mr. Tang Tsz Kin; and the independent non-executive Directors are Ms. Chan Oi Chong, Ms. Luk Huen Ling Claire and Mr. Peng Xiukai.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited 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, (i) the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive; and (ii) there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on The Stock Exchange of Hong Kong Limited's website at <http://www.hkexnews.hk> and, in any case of this announcement, on the "Latest Listed Company Announcements" page for a minimum period of seven days from the date of its publication. This announcement will also be published on the Company's website at <http://www.coollink.com.sg>.

** For identification purposes only*