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China Bright Culture Group **煜盛文化集團***

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 1859)

VOLUNTARY ANNOUNCEMENT **BUSINESS UPDATE**

This announcement is made by China Bright Culture Group (the “**Company**”, and 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 developments of the Group.

The board (the “**Board**”) of directors of the Company (the “**Directors**”) is pleased to announce that on 9 December 2024, Beijing Yusheng Culture Co., Ltd.* (北京煜盛文化有限公司), an indirect wholly-owned subsidiary of the Company (“**Beijing Yusheng**”), has entered into a cooperation agreement with two independent third parties, pursuant to which the parties would jointly produce and launch a variety show program aimed at promoting and cultivating the Chinese martial arts culture. The variety show is expected to be aired in or around June 2025 on the online video platform of one of the cooperating parties (the “**Platform Partner**”). Beijing Yusheng would be entitled to the income to be generated from the variety show, including advertising income, sponsorship income, and revenue from the platform users arising therefrom.

The Group is an original video content service provider and is principally engaged in the video content operation. This cooperation aligns with the Group’s strategy to continue deepening the field of variety shows. Backed by the professional and reliable partners, the project is anticipated to have significant market potential and influence. By participating in this high-quality project, the Company aims to generate substantial value for its shareholders.

The Platform Partner is a leading online video platform in the PRC with a strong user base and content distribution capability. The other party to the cooperation agreement is a professional data company focusing on the promotion and marketing of music copyright in the wireless and Internet fields.

CONTINUED SUSPENSION OF TRADING

Trading in the shares of the Company on the Stock Exchange has been suspended with effect from 9:00 a.m. on 31 March 2023 and will remain suspended until further notice.

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

By Order of the Board
China Bright Culture Group
SU Lei
Chairman

Hong Kong, 9 December 2024

As at the date of this announcement, the executive Directors are Mr. SU Lei, Mr. MA Hongsen, Mr. HAN Hao and Mr. SHAN Yiqi, the non-executive Director is Ms. WU Yaping, and the independent non-executive Directors are Mr. TO Siu Lun, Mr. TSUI Wing Tak and Mr. HUI Chun Tak.

* *For identification purpose only*