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

(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 24 December 2024, Beijing Yusheng Culture Co., Ltd.* (北京燦盛文化有限公司), an indirect wholly-owned subsidiary of the Company (“**Beijing Yusheng**”), has entered into a cooperation agreement with an independent third party (the “**Cooperation Partner**”), pursuant to which the parties would jointly invest, produce and launch a music variety show program with a television station, aimed at promoting China’s intangible cultural heritage through original music. Beijing Yusheng would be responsible for, among others, the selection, training and management of the music variety show program participants; as well as the promotion and marketing of the music variety show. The music variety show is expected to be aired in or around July 2025 on the television station. Beijing Yusheng would be entitled to the income to be generated from the music variety show, including advertising income, sponsorship income, and revenue sharing from the platform users.

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 Cooperation Partner is a company focused on music, content creation and cultural dissemination in the PRC.

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, 30 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*