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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 26 December 2024, Beijing Yudong Culture Co., Ltd.\* (北京煜動文化有限公司), a PRC operating entity of the Group (“**Beijing Yudong**”), has entered into an investment agreement with an independent third party (the “**Producer**”), pursuant to which Beijing Yudong shall invest in a movie of the Producer (the “**Movie**”). Beijing Yudong would be one of the investors and co-producers of the Movie and responsible for, among others, providing assistance to the Producer in movie production and handling relevant filing and application for approval to relevant PRC authorities required for the publication and release of the Movie. The Movie is about the story of the dispatch of UN peacekeepers by China to perform tasks in overseas war-torn areas, as China’s contribution to promoting the world peace; and is expected to be aired in or around February 2026.

The Group is an original video content service provider and is principally engaged in the video content operation. This investment aligns with the Group’s strategy to strengthen brand influence in the industry. The Movie is expected to possess substantial market potential. The Company is confident to invest in a high-quality film and create greater value for its shareholders.

The Producer is a PRC entity that is principally engaged in the film and television program production business.

## **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*