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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)

RESIGNATION OF AN EXECUTIVE DIRECTOR, CHANGE IN COMPOSITION OF THE REMUNERATION COMMITTEE AND CHANGE OF A JOINT COMPANY SECRETARY

RESIGNATION OF AN EXECUTIVE DIRECTOR

The board (the “**Board**”) of directors (the “**Directors**” and each a “**Director**”) of China Bright Culture Group (the “**Company**”, together with its subsidiaries and consolidated affiliated entities, the “**Group**”) announces that with effect from October 23, 2020, Ms. CHEN Jai (“**Ms. Chen**”) resigned as an executive Director and a member of the remuneration committee of the Company (the “**Remuneration Committee**”) due to her personal health issue.

Ms. Chen and the Board have confirmed that Ms. Chen has no disagreement with the Board, and she is not aware of other matters in connection with her resignation that need to be brought to the attention of the shareholders of the Company and The Stock Exchange of Hong Kong Limited.

The Board would like to express its sincere gratitude to Ms. Chen for her valuable contribution to the Company during her tenure.

CHANGE IN THE COMPOSITION OF THE REMUNERATION COMMITTEE

The Board would like to announce that following Ms. Chen has ceased to be a member of the Remuneration Committee, Mr. XIA Rui, an executive Director, was appointed as a member of the Remuneration Committee in replacement of Ms. Chen with effect from October 23, 2020.

The Remuneration Committee comprises the following Directors:

Mr. ZHANG Yiwu (chairman of the Remuneration Committee and independent non-executive Director)

Mr. XIA Rui (executive Director)

Ms. RAN Hua (independent non-executive Director)

CHANGE OF A JOINT COMPANY SECRETARY

Resignation of a Joint Company Secretary

The Board announces that Ms. ZHANG Yanni (張艷妮) (“**Ms. Zhang**”) has tendered her resignation as a joint company secretary of the Company (the “**Joint Company Secretary**”), due to her personal work arrangement, with effect from October 23, 2020.

Ms. Zhang confirmed that she has no disagreement with the Board and there are no circumstances related to her resignation which need to be brought to the attention of the Stock Exchange and the shareholders of the Company.

The Board would like to express its sincere gratitude to Ms. Zhang for her contribution to the Company during her tenure of service as a Joint Company Secretary.

Appointment of a Joint Company Secretary

The Board further announces that the Board resolved to appoint Ms. ZENG Min (曾敏) (“**Ms. Zeng**”) as a Joint Company Secretary, subject to the approval granted by The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) in respect of a waiver from strict compliance with Rules 3.28 and 8.17 of the Rules Governing the Listing of Securities on the Stock Exchange. The Company has applied such waiver and will separately make announcement to further update the progress of obtaining of such approval.

Ms. Zeng is the chief financial officer of the Company and is primarily responsible for overseeing the overall financial and accounting affairs of the Group. She has been serving as the financial controller at Sino-Prosperity Culture Group Co., Ltd.* (北京中廣煜盛文化傳播有限公司), a PRC operating entity of the Company, since May 2020.

Ms. Zeng served in the auditing department of Ernst & Young (安永華明會計師事務所) from August 2007 to September 2015. Ms Zeng joined Lajin Entertainment Network Group Limited (拉近網娛集團有限公司), a company listed on GEM of the Stock Exchange (Stock Code: 8172) and served as financial manager from December 2018 to May 2020.

Ms. Zeng obtained a bachelor's degree in global economy and trade from the Nankai University (南開大學) in Tianjin, PRC in June 2005. She also obtained a master's degree in global economy and trade from the Nankai University (南開大學) in June 2007.

By order of the Board
China Bright Culture Group
LIU Mu
Chairman

Beijing, the PRC, October 23, 2020

As at the date of this announcement, the Board comprises Mr. LIU Mu and Mr. XIA Rui as executive Directors; and Ms. RAN Hua, Mr. HUANG Victor, Mr. ZHANG Yiwu and Mr. YANG Chengjia as independent non-executive Directors.

* *For identification purposes only*