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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)

UPDATE ANNOUNCEMENT ON APPOINTMENT OF A JOINT COMPANY SECRETARY

References is made to the announcement (the “**Announcement**”) of China Bright Culture Group (the “**Company**”) dated October 23, 2020 in relation to the change of a Joint Company Secretary. The appointment of Ms. ZENG Min (曾敏) (“**Ms. Zeng**”) as a Joint Company Secretary shall be subject to the approval granted by 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 “**Listing Rules**”). Unless otherwise stated, capitalized terms used in this announcement shall have the same meanings as those defined in the Announcement.

Pursuant to Rule 8.17 of the Listing Rules, a listed issuer must appoint a company secretary who satisfies Rule 3.28 of the Listing Rules. Rule 3.28 of the Listing Rules provides that a listed issuer must appoint as its company secretary an individual who, in the opinion of the Stock Exchange, is capable of discharging the functions of company secretary of the listed issuer by virtue of his/her academic or professional qualifications or relevant experience.

Ms. Zeng currently does not possess the qualifications of company secretary as required under Rule 3.28 of the Listing Rules. The Company has applied, and the Stock Exchange, on October 29, 2020 has granted, a waiver (the “**Waiver**”) from strict compliance with Rules 3.28 and 8.17 of the Listing Rules with respect to the appointment of Ms. Zeng as a Joint Company Secretary for a period of three years from the date of her appointment (the “**Waiver Period**”) on condition that the Company engages Ms. AU Wai Ching (區慧晶) (“**Ms. Au**”), the other Joint Company Secretary who is able to fully comply with the requirements set out under Note 1 of Rules 3.28 of the Listing Rules, to assist Ms. Zeng and enable her to acquire the relevant experience to discharge the functions of a company secretary during the Waiver Period as required under Note 2 to Rules 3.28 of the Listing Rules. The Waiver could be revoked if there are material breaches of the Listing Rules by the Company. The Stock Exchange may withdraw or change the Waiver if the Company’s situation changes.

Upon expiry of the Waiver Period, the Company will notify the Stock Exchange to re-visit the situation. The qualifications and experience of Ms. Zeng will be further evaluated by the Company. The Company will then endeavour to demonstrate to the Stock Exchange's satisfaction that Ms. Zeng, having had the benefit of Ms. Au's assistance, has acquired "relevant experience" within the meaning of Note 2 to Rule 3.28 of the Listing Rules such that a further waiver will not be necessary.

Biographical details of Ms. Zeng and Ms. Au as the Joint Company Secretaries are set out as follows:

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.

Ms. Au is one of the joint company secretaries of the Company and was appointed on August 7, 2019. Ms. Au joined SWCS Corporate Services Group (Hong Kong) Limited in January 2016 and currently serves as an assistant manager. She is a member of the Hong Kong Institute of Chartered Secretaries and Institute of Chartered Secretaries and Administrators. She obtained her bachelor's degree in business administration and her master's degree in corporate governance from the City University of Hong Kong in July 2012 and July 2016, respectively.

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

Beijing, the PRC, October 30, 2020

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

* *For identification purposes only*