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(Incorporated in Bermuda with limited liability)
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RESIGNATION OF COMPANY SECRETARY, APPOINTMENT OF JOINT COMPANY SECRETARIES, CHANGE OF AUTHORISED REPRESENTATIVE AND PROCESS AGENT

AND

WAIVER FROM STRICT COMPLIANCE WITH RULES 3.28 AND 8.17 OF THE LISTING RULES

RESIGNATION OF COMPANY SECRETARY, APPOINTMENT OF JOINT COMPANY SECRETARIES AND CHANGE OF AUTHORISED REPRESENTATIVE AND PROCESS AGENT

The board of directors (the "Board") of Alibaba Pictures Group Limited (the "Company") hereby announces that, since Ms. Chun Ka Yan ("Ms. Chun") will focus on the other business affairs of Alibaba Group Holdings Limited (together with its subsidiaries, the "Alibaba Group"), Ms. Chun will resign as the company secretary of the Company and will cease to act as an authorised representative of the Company (the "Authorised Representative") under Rule 3.05 of the Rules Governing the Listing of Securities (the "Listing Rules") on The Stock Exchange of Hong Kong Limited (the "Stock Exchange") and an authorised representative of the Company to accept service of process and notices in Hong Kong under the Companies Ordinance (Chapter 622 of the Laws of Hong Kong) (the "Process Agent") with effect from September 30, 2023. Ms. Chun confirmed that she has no disagreement with the Board and there is no matter relating to her resignation that needs to be brought to the attention of the Stock Exchange and the shareholders of the Company.

The Board is pleased to announce that, following the resignation of Ms. Chun, Ms. Zhang Ying ("Ms. Zhang") and Ms. Ng Wing Shan ("Ms. Ng") will be appointed as the joint company secretaries of the Company (the "Joint Company Secretaries" and each a "Joint Company Secretary") with effect from September 30, 2023. Ms. Ng will also be appointed as the Authorised Representative and the Process Agent with effect from September 30, 2023.

The biographical details of Ms. Zhang and Ms. Ng are set out below:

Ms. Zhang

Ms. Zhang has been qualified as a lawyer in the People's Republic of China since November 2009. She has approximately 20 years of relevant work experience, and has extensive experience in the legal field. She has been the General Counsel of the Company since March 2019, and is responsible for leading the legal department of the Company and overseeing all legal and compliance matters, security and government affairs of the Company. Prior to joining the Company, Ms. Zhang was the Investment Legal Director of the Legal and Compliance Department of Alibaba Group from June 2014 to February 2019, and was responsible for legal work relating to Alibaba Group's domestic investments. Before joining Alibaba Group, she worked as a solicitor and a partner at Commerce & Finance Law Offices (通商律師事務所) from March 2005 to May 2014. She obtained a Bachelor of Laws degree from the China University of Political Science and Law in June 2003, and a Master of Laws degree from the London School of Economics and Political Science in November 2004.

Ms. Ng

Ms. Ng is currently an associate director of the corporate services department of Vistra Corporate Services (HK) Limited. Ms. Ng has 20 years of experience in the corporate secretarial field and has been providing professional corporate services to Hong Kong listed companies and private companies. Ms. Ng is currently acting as the joint company secretary of a listed company on the Stock Exchange and has acted as company secretary or joint company secretary for various other Hong Kong listed companies since 2015. Ms. Ng is a fellow member of The Hong Kong Chartered Governance Institute and a fellow member of The Chartered Governance Institute in the United Kingdom.

Ms. Ng meets the qualification requirements for company secretary under Rules 3.28 and 8.17 of the Listing Rules.

WAIVER FROM STRICT COMPLIANCE WITH RULES 3.28 AND 8.17 OF THE LISTING RULES

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

Ms. Zhang currently does not possess the qualifications of a company secretary as required under Rules 3.28 and 8.17 of the Listing Rules. However, the Company considers that Ms. Zhang is capable of discharging the functions of a Joint Company Secretary by virtue of her knowledge, qualifications and experience. Therefore, the Company has applied for, and the Stock Exchange has granted a waiver (the "Waiver") to the Company from strict compliance with the requirements for the qualifications of a company secretary under Rules 3.28 and 8.17 of the Listing Rules for a period of three years from the date of appointment of Ms. Zhang as a Joint Company Secretary (the "Waiver Period") on the conditions that:

- (i) Ms. Zhang must be assisted by Ms. Ng during the Waiver Period; and
- (ii) the Waiver could be revoked if there are material breaches of the Listing Rules by the Company.

Before the end of the Waiver Period, the Company must demonstrate and seek the confirmation from the Stock Exchange that Ms. Zhang, having had the benefit of Ms. Ng's assistance during the Waiver Period, has attained the relevant experience and is capable of discharging the functions of company secretary under Rule 3.28 such that a further waiver will not be necessary.

The Board would like to take this opportunity to express its gratitude to Ms. Chun for her contribution during her tenure of office, and express its welcome to Ms. Zhang and Ms. Ng on their appointment as the Joint Company Secretaries.

By Order of the Board

Alibaba Pictures Group Limited

Fan Luyuan

Chairman & Chief Executive Officer

Hong Kong, September 29, 2023

As at the date of this announcement, the Board comprises Mr. Fan Luyuan, Mr. Li Jie and Mr. Meng Jun, being the executive directors; Mr. Tung Pen Hung, being the non-executive director; and Ms. Song Lixin, Mr. Tong Xiaomeng and Mr. Johnny Chen, being the independent non-executive directors.