

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



China Bright Culture Group

煜盛文化集團*

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1859)

QUARTERLY UPDATE ON RECENT DEVELOPMENT OF SUSPENSION

This announcement is made by China Bright Culture Group (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rules 13.09(2) and 13.24A of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) (the “**Listing Rules**”) and the provisions on disclosure of inside information under Part XIVA of the Securities and Future Ordinance (Chapter 571 of the Laws of Hong Kong).

Reference is made to the announcements of the Company dated 30 March 2023, 24 May 2023, 30 June 2023 and 21 September 2023 (collectively, the “**Announcements**”), in relation to, among others, (i) suspension of trading in the shares of the Company; (ii) the letter received from the Stock Exchange setting out the guidance for the resumption of trading in the shares of the Company on the Stock Exchange (the “**Resumption Guidance**”); (iii) quarterly update on recent development of suspension; and (iv) the publication of annual results of the Company for the 2022 Annual Results. Unless otherwise defined, capitalized terms used in this announcement shall have the same meanings as those defined in the Announcements.

BUSINESS OPERATIONS

The Group is principally engaged in the business of video content operation and eCommerce promotion services.

The business operations of the Group are continuing as usual in all material respect notwithstanding the trading in the shares of the Company has been suspended since March 2023. The Board will continue to assess and monitor the impact (if any) of the suspension of trading in the shares of the Company on the operations and financial performance of the Group and make appropriate measures, including publication of announcement(s) in relation to the business operations of the Group, as and when appropriate.

In 2023, the Group will maintain sufficient projects on-hand under a rapidly growing new consumption mode. In addition to the continuous expansion of the existing business scale, the IP cooperation with China Media Group and collaboration with China Youth Daily in developing new cultural and creative business are proceeding orderly. Furthermore, in 2024, the Group will embark on a more in-depth cooperation with the Oriental Song and Dance Troupe of China Oriental Performing Arts Group in the field of street dance training and competition. We will jointly plan and organize a series of high-level street dance competitions to provide a platform for street dance enthusiasts to showcase their talents and share their dancing skills. This cooperation will further promote the development of street dance culture and enhance our professionalism and influence in the field of street dance.

THE RESUMPTION GUIDANCE

As disclosed in the announcement of the Company dated 24 May 2023, the Stock Exchange has set out the following Resumption Guidance for the Company:

- (a) publish all outstanding financial results required under the Listing Rules and address any audit modifications;
- (b) demonstrate the Company's compliance with Rule 13.24 of the Listing Rules;
- (c) re-comply with Rule 3.28 of the Listing Rules; and
- (d) announce all material information for the Company's shareholders and investors to appraise its position.

UPDATE ON RESUMPTION OF TRADING

The Company would like to inform its shareholders and potential investors of the Company on the progress of the Company's fulfilment of the Resumption Guidance as at the date of this announcement as summarized below:

Publication of outstanding financial results

On 21 September 2023, the Company published the 2022 Annual Results as required under Rule 13.49 and 13.46(1) of the Listing Rules.

The Company will endeavor to publish the 2022 Annual Report, the 2023 Interim Result and the 2023 Interim Report with the assistance of the auditor of the Company as soon as practicable. The Company will make further announcement(s) to inform the Shareholders and potential investors relating to the publication of the 2022 Annual Report, the 2023 Interim Results and 2023 Interim Report as and when appropriate. It is expected that the 2022 Annual Report, the 2023 Interim Results and the 2023 Interim Report would be published on or before 31 January 2024.

Compliance with Rule 13.24 of the Listing Rules

The Board is of the view that the Company is in compliance with Rule 13.24 of the Listing Rules. The Company is preparing a written submission to the Stock Exchange to demonstrate its compliance and shall submit the same to the Stock Exchange as and when appropriate.

Compliance with Rule 3.28 of the Listing Rules

As disclosed in the announcement of the Company dated 19 May 2023, Mr. Yung has been appointed as the company secretary of the Company with effect from 19 May 2023. The Company has therefore re-complied with Rule 3.28 of the Listing Rules as required by the Resumption Guidance.

In order to satisfy the requirements under the Resumption Guidance, the Company will continue to work with its professional advisors to advance the resumption progress and will make further announcement(s), including quarterly updates, in relation to its business operations and the status of resumption pursuant to Rule 13.24A of the Listing Rules as and when appropriate to keep the Company's shareholders and potential investors informed.

CONTINUED SUSPENSION OF TRADING

At the request of the Company, trading in the shares of the Company (Stock Code: 1859) on the Stock Exchange has been suspended with effect from 9:00 a.m. on 31 March 2023 and will remain suspended until the Company fulfils the resumption guidance imposed by the Stock Exchange on the Company as described in the announcement of the Company dated 24 May 2023.

The Company will make further announcement(s) in due course to inform the Shareholders and potential investors of any information update. The Shareholders and potential investors are reminded to exercise caution when dealing in the shares of the Company.

By order of the Board
China Bright Culture Group*
Liu Mu
Chairman & Chief Executive Officer

Hong Kong, 2 January 2024

As at the date of this announcement, the executive Directors are Mr. LIU Mu and Mr. NIE Lei, non-executive Director is Mr. WANG Daotie, and independent non-executive Directors are Mr. YU Xuezhong, Dr. LU Di and Ms. SUN Jing.

** For identification purpose only*