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## **CULTURECOM HOLDINGS LIMITED**

文化傳信集團有限公司\*

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 00343)**

### **APPOINTMENT OF AUDITOR**

This announcement is made by the board (the “**Board**”) of directors (the “**Directors**”) of Culturecom Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.51(4) of the Rules (the “**Listing Rules**”) Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

The Board has resolved, on the recommendation of the audit committee of the Company (the “**Audit Committee**”), to appoint CCTH CPA LIMITED (the “**CCTH**”) as auditor of the Company for the audit on the consolidated financial statement of the Group for the financial year ended 31 March 2026 (the “**2026 Audit**”) to fill the casual vacancy following the resignation of Gary Cheng CPA Limited and to hold office until the conclusion of the forthcoming annual general meeting of the Company.

### **FACTORS CONSIDERED ON APPOINTMENT OF CCTH**

The Audit Committee is primarily responsible for recommending to the Board on the appointment and removal of auditors, having regard to code provision D.3.3(a) of the Corporate Governance Code, Appendix C1 to the Listing Rules (the “**Corporate Governance Code**”). The Audit Committee has considered the following factors when recommending CCTH as the new auditor of the Company to the Board, including but not limited to:

- (1) the “Guidelines for Effective Audit Committees – Selection, Appointment and Reappointment of Auditors” (the “**Guideline**”) issued by the Accounting and Financial Reporting Council in December 2021: the Company has conducted a review on the suitability of CCTH as the new auditor following section 2 of the Guideline, including the governance and leadership, compliance with relevant ethical requirements, industry and technical competence, engagement performance and communication and interaction with the Audit Committee;

- (2) CCTH is a reputable audit firm which is experienced in performing audits for companies listed on the Stock Exchange and they were familiar with the requirements under the Listing Rules and the Hong Kong Financial Reporting Standards (the “**HKFRS**”);;
- (3) their resources allocation, quality and capability: CCTH has confirmed that they will assign sufficient manpower with a team of eight members to complete the audit engagement. The partners in charge of CCTH have more than 30 years of experience in audit, including in particular listed companies and IPOs;
- (4) their independence and objectivity: CCTH has confirmed that it is fully adhered to the Code of Ethics for Professional Accountants (“**Code**”), as issued by the Hong Kong Institute of Certified Public Accountants, including all requirements related to independence. CCTH has not proposed any non-audit services to the Company, and there are no financial or business relationships between CCTH and the Group. Furthermore, there are no other relationships (e.g. financial, employment, or family ties) between the members of the audit team (including their immediate family members) and the Group that could compromise CCTH’s independence in conducting the audit;
- (5) CCTH has confirmed that it will determine the scope of the audit and perform comprehensive audit procedures using performance materiality. Its audit team will design and execute testing procedures, including inspecting documents, observing processes, obtaining independent confirmations, and conducting analytical reviews to gather sufficient and appropriate evidence regarding the financial statements. This also covers audit procedures for opening balances. Throughout the process, the audit engagement partner will supervise all the audit works to ensure the collection of necessary evidence for forming the audit opinion.
- (6) CCTH’s proposed audit plan and timetable as follows.

CCTH will perform the 2026 Audit in accordance with HKFRS Accounting Standards and in compliance with the Listing Rules. CCTH adopts a risk-based audit approach and the audit will be conducted in accordance with the below methodology and phases:

1. Planning: CCTH will obtain an understanding of the Group’s operations, control environment, accounting systems and financial reporting system.
2. Assessing risk: CCTH will analyse the Group’s financial reports and other relevant information. Through communication and discussion with management, It will assess the risks of material misstatement in the financial statements and formulate appropriate audit responses.
3. Design and development of audit procedure: based on the results of the risk assessment, CCTH will design and develop tailored audit procedures for each financial cycle.

4. Execution of audit procedures: it will execute the planned audit procedures, including substantive audit procedures on each financial cycle. Where reliance is placed on the Group's internal control systems, tests of controls will also be performed to assess their effectiveness and reliability.
5. Concluding and reporting: It will consolidate the work performed across the audit team to ensure the delivery of a high quality audit, and will issue reports based on the audit results.

**a) Audit planning phase**

Timing: Mid to end of May 2026

Objectives: To establish audit strategy, update risk assessment, and determine the scope, timing and extent of audit procedures.

Detailed procedures include (i) engagement and governance communications; (ii) update understanding of the Group; (iii) risk assessment and materiality; (iv) internal control evaluation; (v) audit strategy and scoping; (vi) preliminary analytical review; and (vii) planning deliverables

**b) Audit execution phase**

Timing: Late of May to Mid of June 2026

Objectives: To perform audit procedures on opening balances, current-year transactions, and account balances in accordance with HKFRSs.

- Detailed procedures include (i) assessment of opening balances, audit confirmations and bank confirmations; (ii) control testing; (iii) review and perform substantive testing on revenue and receivables; (iv) review and perform substantive testing on purchases, expenses, and payables; (v) review and perform substantive testing on inventory including development of audit observation and arrangement of inventory count work and cost of sales; (vi) conduct interviews with management and walkthrough tests of key processes; (vii) fraud and journal entry testing; (viii) cut-off testing; (ix) checking account consistency; and (x) select major assets of Group for physical observation and sample count.

**c) Audit Completion and Reporting Phase**

Timing: Mid of June to end of June 2026

Objectives: To finalise audit conclusions, complete reporting deliverables, and communicate results to stakeholders.

Detailed procedures include (i) audit completion procedures; (ii) review and quality control; (iii) final communications; and (iv) reporting deliverables

CCTH's overall audit approach sets out a clear scope and tailored direction for the 2026 Audit. Having reviewed its audit approach and the profiles of the engagement partner and allocated team members, the Audit Committee is satisfied that CCTH is independent, competent and the audit engagement team has sufficient resources, expertise and time planning to perform the 2026 Audit, taking into account the Group's business scale and the number of group entities.

The Board would like to take this opportunity to express its warm welcome to CCTH on its appointment as the auditor of the Company.

By Order of the Board  
**Culturecom Holdings Limited**  
**Kwan Kin Chung**  
*Managing Director*

Hong Kong, 22 May 2026

*As at the date hereof, the Board comprises of Mr. Huang Guangyu (being Chairman and executive Director); Mr. Kwan Kin Chung (being executive Director); and Mr. Wong Kwan Kit, Mr. Mung Yat Lik and Ms. Chan Monica Yee Man (all being independent non-executive Directors).*

\* *for identification purpose only*