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 中國創意
Creative China
Creative China Holdings Limited
中國創意控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 8368)

VOLUNTARY ANNOUNCEMENT
PERFORMANCE EVENTS COOPERATION AGREEMENT
IN GREATER CHINA AREA

This is a voluntary announcement made by Creative China Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”). This announcement is intended to enable our shareholders and potential investors to understand the latest business development update of the Group.

ENTERING INTO THE COOPERATION AGREEMENT WITH ASIA MEDIA

The board of directors (the “**Board**”) of the Company (the “**Directors**”) is pleased to announce that on 25 April 2018, the Company and Asia Media Holdings Limited* (“**Asia Media**”) entered into a cooperation agreement (the “**Cooperation Agreement**”). The term of cooperation under the Cooperation Agreement is three years.

Under the Cooperation Agreement, the Company and Asia Media agreed to fully demonstrate their respective strengths in performance events, to organise performance events in Greater China area such as the People’s Republic of China (the “**PRC**”, excluding, for the purposes of this announcement, Hong Kong, Macau and Taiwan), the Hong Kong Special Administrative Region of the PRC (“**Hong Kong**”), the Macau Special Administrative Region of the PRC (“**Macau**”) and Taiwan etc. The Company and Asia Media shall jointly cultivate the development of performance event projects and form the production teams for such performance events. According to the terms of the Cooperation Agreement, the Company and Asia Media agreed to organise performance events of certain famous Korean artists in Taiwan, Macau and Hong Kong.

ABOUT THE GROUP

Event organisation is one of the core businesses of the Group which involves the provision of a variety of services to the hosts of the events in tailor-made packages including planning, undertaking, organising and/or managing the events. The Group has an experienced team in event organisation and been organising various type of performance events such as concerts, award ceremonies and film premieres.

The Group actively develops our mobile live broadcasting and e-commerce business in recent years. “Great Star”, the mobile live broadcasting and e-commerce platform of the Group, is an unique business model of “entertainment contents + social media + e-commerce”. As Fan economy is the main stream of entertainment market, “Great Star” is also actively transforming to build up an interactive community for the stars and fans in the new entertainment ecology. The Group is currently getting into research and development for the combined application of blockchain technology and smart contracts in “Great Star” in order to create a more sticky stars and fans community. Fans can participate throughout the development of the artists and grow together with them. Through the “offline” and “online” contents and events, users can enjoy more attractive entertainment experiences and allow the stars to create and share their value with the fans.

ABOUT ASIA MEDIA

Asia Media is a company principally engaged in organising performance events (mainly in Taiwan). Asia Media has been organising various performance events of Korean artists, including “Hwang Chi Yeul 2017 New Album Mini Concert”, “DAY6 Live & Meet In Taipei 2017”, “2017 GFRIEND 1st MINI CONCERT in TAIWAN” and “BTOB TIME CONCERT IN TAIPEI 2017” etc. Asia Media has great experience with various artists resources (especially for Korean stars) in organising sizable performance events.

To the best of the Directors’ knowledge, information and belief having made all reasonable enquiries, Asia Media and its ultimate beneficial owners are independent third parties of and not connected with the Company and its connected persons (as defined in the Rules Governing the Listing of Securities on the GEM (“**GEM**”) of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”)).

REASONS FOR AND BENEFITS OF ENTERING INTO THE COOPERATION AGREEMENT

The Group organises many different performance events in the PRC and has developed an experienced team with sounded reputation in event organisation sector. The cooperation with Asia Media, which has great resources on various artists’ performance events (especially for Korean artists), proves that the abilities and experiences of the Group’s production team are recognised by the organisations out of the PRC. This gives the opportunity to the Group to enter into the market in the entire Greater China area. In addition, the Company and Asia Media will bring in their resources and advantages to create synergy, empower for the future and to create value.

The Korean entertainment industrial model has been the main stream of the culture and entertainment market in the Asia region and creates significant impacts to the global culture and entertainment market. The Korean dramas, films, variety programs and pop music are very popular among the audiences in the Asia region and hence increase the reputation of Korean artists. Many of them have over ten million of fans globally, therefore they have many opportunities to participate in various performance events and fan interactive events in Asia region. The culture of Korean artist performance events has been drawing high audiences’ attention, it stimulates the development and brings economic benefits to the entire culture of the entertainment market in the Asia region. As there are many supporters of Korean artists in the PRC currently, the Group believes, amid the trend of globalisation, the development of Korean culture and entertainment industry in the PRC is yet to be saturated. In this case, the resources of Korean artists’ performance events from the Cooperation Agreement can be very valuable to the Group.

Nowadays, fan economy is the main stream of entertainment market and the interaction between the stars and fans is very important. “Great Star” is aiming to combine the application of blockchain technology and smart contracts, which the Group is currently getting into research and development, to build up an interactive and more sticky community for the stars and fans with great trust in the new entertainment ecology. Fans can participate throughout the development of the artists and affects the growth of them. The Group can lever the influence of Korean stars from Cooperation Agreement to improve “Great Star” charisma. Through the “offline” and “online” contents and events, users can enjoy more attractive entertainment experience and allow the stars to create and share their value with the fans.

By the combination our online and offline businesses, the Group continue to aggregate a persistent online and offline traffic which established as a solid foundation for the Group’s business development in the entertainment industry. This solid foundation provides a broad development scope and create extensive value in the entertainment ecology such as agency, commercial event organisation, copyright trading, artist’s peripheral product, music and movies etc.

In addition, the performance events cooperated by the Group and Asia Media can also be coordinated with “Great Star” to generate more benefit to the Group. For example, “Great Star” has autonomous technology of mobile video live broadcasting, online transaction and payment and completing online transaction without switching the webpage while watching videos. In this case, the Group can try for putting the relevant videos or even providing live broadcasting of the performances events in “Great Star” and sell the peripheral products and exclusive souvenirs of the performance events in “Great Star”, which the Group can explore more streams to generate revenue. Moreover, if “Great Star” can become the main cooperative platform of the performance events, it can also be promoted to many different audiences by the effect of such performance events.

Based on the above reasons and benefits, the Directors are of the view that the entering into of the Cooperation Agreement is in line with the business of the Group and is in the interests of the Company and its shareholders as a whole.

By order of the Board
Creative China Holdings Limited
Philip Jian Yang
Chairman & Executive Director

Hong Kong, 25 April 2018

As at the date of this announcement, the Board of Directors of the Company comprises Mr. Philip Jian Yang, Mr. Yang Shiyuan and Ms. Yang Jianping as executive directors; Mr. Ge Xuyu and Mr. Wang Yong as non-executive directors; and Mr. Li Fei, Mr. Law Kin Ho and Mr. Tan Song Kwang as independent non-executive directors.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on GEM website at www.hkgem.com on the “Latest Company Announcements” page for at least seven days from the date of its publication and will be published on the website of the Company at www.ntmediabj.com.

** the English translations of Chinese names or words in this announcement, where indicated, are included for information purpose only, and should not be regarded as the official English translation of such Chinese names or words.*