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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
STRATEGIC COOPERATION FRAMEWORK AGREEMENT

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 STRATEGIC COOPERATION FRAMEWORK AGREEMENT WITH CHINA GENERAL CHAMBER OF COMMERCE

The board of directors (the “**Board**”) of the Company (the “**Directors**”) is pleased to announce that on 15 July 2020, the Company and China General Chamber of Commerce (“**CGCC**”) entered into a strategic cooperation framework agreement (the “**Cooperation Agreement**”).

Under the Cooperation Agreement, the Company and CGCC might establish a cooperative company based on the requirement of projects. The Group, as a partner, shall responsible for integration of the operations and implementation for all mobile live broadcast and e-commerce online projects, including but not limited to Internet e-commerce resources, celebrities and artistes invitation, multi-channel network organization operation and maintenance, project training, event planning, marketing and other related businesses.

ABOUT THE GROUP

Mobile live broadcast and e-commerce segment is one of the core businesses of the Group which involves internet program development, promotion, e-commerce, entertainment content production, publicity and related services. The Group has an experienced team and extensive business collaboration resources within the mobile live broadcast and e-commerce sector.

ABOUT CGCC

CGCC is a national non-profit organization registered with the Ministry of Civil Affairs and has the status of a non-profit organization legal capacity. It is affiliated to the State-owned Assets Supervision and Administration Commission of the State Council with members engaging in commodity production, commodity circulation, food and beverage and service industry sectors.. CGCC has more than 3,400 and more than 80,000 direct members and indirect members respectively. It manages 39 national professional associations, including media shopping professional committee*, chinese time-honoured brand committee*, procurement association branch*, outlet association branch*, shopping center association branch*, retail supplier committee*, e-commerce association branch*, commodity trading market committee*, trade and logistics committee*, health and beauty Industry committee*, wedding industry committee*, luxury jewellery committee*, maternal and child industry association branch* and other industry associations, covering enterprises and institutions in commodity production, commodity circulation, catering and service industries. CGCC is an alliance of the Asia-Pacific Retailers Association and the member of the Forum for International Retail Association Executives.

To the best of the Directors' knowledge, information and belief having made all reasonable enquiries, CGCC 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 has established an experienced team and a good reputation and has a wide range of synergistic resources through providing planning and promotion as well as integration of resources and marketing services to a number of domestic and foreign companies in Mainland China. The cooperation with the CGCC further acknowledge the capabilities and experience of the Group and the team. The Group believes this is an extraordinary opportunity to expand its market share. At the same time, the Group and the CGCC will be able to mobilize their respective advantageous resources, generate synergies, empower future development and create values.

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, 20 July 2020

As at the date of this announcement, the Board comprises Mr. Philip Jian Yang and Ms. Yang Jianping as executive directors; Mr. Yang Shiyuan, Mr. Ge Xuyu and Mr. Wang Yong as non-executive directors; and Ms. Fu Yuehong, Mr. Yau Yan Yuen 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

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