

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.



Luxey International (Holdings) Limited
薈萃國際（控股）有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8041)

Website: <http://www.luxey.com.hk>

PROPOSED COOPERATION IN DIGITAL MARKETING TRAINING

On 24 August 2022, Luxey Vision, a wholly-owned subsidiary of the Company, entered into the MOU with CVC in relation to the Proposed Cooperation.

According to the information provided by CVC, CVC is an authorized agent on digital marketing ability of Beijing Ocean Engine Network Technology Co., Ltd. (北京巨量引擎網絡技術有限公司) under the Douyin Group (抖音集團), which is a major digital platform based in China. To the best of the Directors' information and belief having made all reasonable enquiries, CVC is a third party independent of the Company and its connected persons.

Pursuant to the MOU, Luxey Vision and CVC shall cooperate in organizing digital marketing training courses in Hong Kong. Details of the cooperation shall be subject to further negotiations and execution of formal agreements. The MOU does not create legally binding obligations on the parties in relation to the Proposed Cooperation.

The Company considers that the prospects of digital marketing is promising and by encouraging the development of digital marketing by individuals and small and medium enterprises, it is conducive to the achievement of common prosperity in the society.

As the MOU is not legally binding with regard to the Proposed Cooperation, it may or may not proceed. Shareholders and investors are advised to exercise caution when dealing in the Shares of the Company.

DEFINITIONS

In this announcement, unless the context otherwise requires, the expressions below have the following meanings:

“Company”	Luxey International (Holdings) Limited, a company incorporated in the Cayman Islands with limited liability, the shares of which are listed on GEM
“connected persons”	has the meaning ascribed to it under the GEM Listing Rules
“CVC”	Chilli Vision Company Limited
“Director(s)”	the director(s) of the Company
“GEM”	GEM operated by the Stock Exchange
“GEM Listing Rules”	the Rules Governing the Listing of Securities on GEM
“Group”	the Company and its subsidiaries
“Hong Kong”	the Hong Kong Special Administrative Region of the People’s Republic of China
“Luxey Vision”	Luxey Vision Limited, a wholly owned subsidiary of the Company
“MOU”	the memorandum of understanding dated 24 August 2022 made between Luxey Vision and CVC
“Proposed Cooperation”	the proposed cooperation between Luxey Vision and CVC pursuant to the MOU
“Shareholder(s)”	the holder(s) of the Shares
“Share(s)”	ordinary share(s) of HK\$0.10 each in the capital of the Company
“Stock Exchange”	The Stock Exchange of Hong Kong Limited

By Order of the Board of
Luxey International (Holdings) Limited
Chan Hiu Kwan
Executive Director

Hong Kong, 24 August 2022

As at the date of this announcement, the Board comprises two (2) Executive Directors, namely, Mr. Lau Chun Fat, George and Ms Chan Hiu Kwan, and three (3) Independent Non-executive Directors, namely Dr. Lee Chung Mong, John, Mr. Tam Wing Kin and Mr. Fung Chan Man, Alex.

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 the GEM website at <http://www.hkgem.com> on the “Latest Company Announcements” page for 7 days from the date of its posting and on the website of the Company.