

*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.*



## **WWPKG Holdings Company Limited**

### **縱橫遊控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 8069)**

### **BUSINESS UPDATE**

The board (the “**Board**”) of directors (the “**Directors**”) of WWPKG Holdings Company Limited (the “**Company**“, together with its subsidiaries, the “**Group**”) would like to inform the shareholders and potential investors of the Company that the Group has recently acquired a travel agency brand in Hong Kong.

The Group is one of the long-established and well-known travel agents in Hong Kong, who markets its travel related products and services under the brand “縱橫遊WWPKG”, and currently engages in (i) the design, development and sales of package tours; (ii) the sales of air tickets and/or hotel accommodations; (iii) the sales of ancillary travel related products and services; (iv) investments in tourism and travel technology related businesses; (v) the engagement in the process of gaining cryptocurrencies by solving cryptographic equations through verifying data blocks and adding transaction records to a public ledger known as a blockchain; and (vi) the sales of lifestyle and healthcare products and services via retail stores and/or e-commerce.

The Board is pleased to announce that the Group has recently acquired 65% equity interest in Guyguide Limited, a company principally engages in the provision of travel related products and services as a travel agent in Hong Kong. It is expected that Guyguide Limited will primarily sell air tickets and/or hotel accommodations to retail customers in Hong Kong under the brand “Guyguide”.

In light of the gradual recovery of the global travel industry amid increasing number of countries have started/are pushing to lift travel restrictions and measures, the Company considers it is beneficial for the Group to acquire the “Guyguide” brand to capture the pent-up travel demand. The Directors do not expect there to be material cannibalisation between “縱橫遊WWPKG” and “Guyguide” because “縱橫遊WWPKG” principally focuses on the sales of package tours, while “Guyguide” shall focus on the sales of air tickets and/or hotel accommodations. The Board expects that the establishment of a new travel agency brand under the Group will enable it to expand its business portfolio, diversify its income stream and potentially enhance its financial performance, which is in line with the Group’s development strategy.

**Shareholders of the Company and potential investors are advised to exercise caution when dealing in the Shares of the Company.**

By Order of the Board  
**WWPKG Holdings Company Limited**  
**Yuen Chun Ning**  
*Chairman and Executive Director*

Hong Kong, 3 January 2023

*As at the date of this announcement, the executive Directors are Mr. Yuen Sze Keung, Ms. Chan Suk Mei, Mr. Yuen Chun Ning, Ms. Shawlain Ahmin and Mr. Choi Kam Yan Simon; and the independent non-executive Directors are Mr. Lee Hing Cheung Eric, Mr. Lee Kwong Ming and Ms. Gao Lili.*

*This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited (the “Stock Exchange”) 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 “Latest Listed Company Information” page of the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk) for at least seven days from the date of its posting and on the Company’s website at [www.wwpkg.com.hk](http://www.wwpkg.com.hk).*