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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>

VOLUNTARY ANNOUNCEMENT
BUSINESS UPDATE ON E-COMMERCE AND
ONLINE SHOPPING BUSINESS

The board of directors (the “**Board**”) of Luxey International (Holdings) Limited (the “**Company**”) together its subsidiaries the “**Group**”) is pleased to provide the following updates on the latest development of the Group’s e-commerce and online shopping business.

The Company’s wholly owned subsidiary, Luxey Vision Company Limited (薈萃視界有限公司) (“**Luxey Vision**”), has been engaged in outdoor digital advertising in local small communities. Luxey Vision will explore the potential of incorporating artificial intelligence (“**AI**”) technologies in providing advertising solutions to customers. It is expected that AI technologies will vastly improve the efficiency in generating advertising contents and in enhancing customer services and satisfaction at a reduced cost. The Company is optimistic about the future development of AI in its outdoor digital advertising business and will seize the related business opportunities.

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

Hong Kong, 9 March 2023

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.