

*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.*



**Sunny Side Up Culture Holdings Limited**  
**光尚文化控股有限公司**

*(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)*  
**(Stock Code: 8082)**

**VOLUNTARY ANNOUNCEMENT**  
**ESTABLISHMENT OF A WHOLLY-OWNED SUBSIDIARY**

This announcement is made by Sunny Side Up Culture Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis. This announcement is to inform the shareholders of the Company (the “**Shareholders**”) and potential investors of the latest business development of the Group.

According to the announcement of the Company dated 29 May 2024 in relation to the non-renewal of operating rights agreement of Huai Ji Luck Mountain Funeral Parlor Limited (懷集萬福山殯儀館有限公司), the Company then strives to further develop its business in order to improve the Group’s business operations and financial position by proactively seeking potential investment opportunities that would diversify the Group’s existing business portfolio, broaden its source of income and enhance value to the Shareholders (the “**New Business**”).

The board (the “**Board**”) of directors (the “**Director(s)**”) of the Company is pleased to announce that the Company established a wholly-owned subsidiary Qinghua Industrial Development Co., Ltd. (擎華實業發展有限公司) (“**Qinghua Subsidiary**”) in mid-June in order to better serve the needs of strategic development planning, accelerate the development of the new energy market, especially the mainland China market, and take the overall advantages of Hong Kong as the financial service center of this market, and optimize the Company’s resource allocation. The New Business will be led and managed by Mr. Ma Xinying (“**Mr. Ma**”), who will be appointed as the director of Qinghua Subsidiary.

Mr. Ma, aged 54, obtained his bachelor degree in economic management from the Party School of the Central Committee of the Communist Party of China in December 2002. Mr. Ma has over 19 years of experience in corporate management. Mr. Ma previously worked as a deputy general manager at Lanzhou Jinlun Industry Co., Ltd. (蘭州金輪實業公司), a company mainly engaged in marketing of coal, from June 2005 to March 2011 and a deputy general manager at China Railway Resources Xi’an Co., Ltd. (中國鐵路物資西安有限公司), a company mainly engaged in provision

of integrated warehousing and logistics services, from March 2011 to August 2020. He has been the chairman of board of Hunan Qinghua Inudstry Co., Ltd. (湖南擎華實業公司), a company mainly engaged in sales of mining machinery, since January 2021.

It is expected that Qinghua Subsidiary's business scope includes but is not limited to new energy development; mining machinery sales; mineral resource reserve evaluation services; electronic product sales; corporate headquarters management; industrial engineering design services; trade agency; asset management services for self-owned capital investment; socioeconomic consulting services; information technology consulting services; security consulting services; business management consulting services; conference and exhibition services; development, consultation, exchange, transfer and promotion of technical services, etc.

The establishment of Qinghua Subsidiary will help the Group's future strategic development by further improving the business layout and increasing international operating income. Therefore, the Board is of the view that the establishment of Qinghua Subsidiary is in the interests of the Company and its shareholders as a whole and will bring positive returns to the Group in the long run.

This announcement is made by the Company on a voluntary basis and does not constitute a disclosable transaction of the Company under the GEM Listing Rules and is therefore exempt from the reporting and announcement requirements under Chapter 19 of the GEM Listing Rules.

By order of the Board  
**Sunny Side Up Culture Holdings Limited**  
**Dong Choi Chi, Alex**  
Chairman and executive Director

Hong Kong, 20 June 2024

*As at the date of this announcement, the board comprises two executive Directors, namely Mr. Dong Choi Chi, Alex (chairman) and Mr. Chong Cho Lam (chief executive officer), and three independent non-executive Directors, namely Mr. Chan Wai Man, Dr. Ip Wai Hung and Mr. Siu Hi Lam, Alick.*

*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 "Latest Listed Company Information" page of the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk) for at least 7 days from the day of its publication and on the website of the Company at [www.8082.com.hk](http://www.8082.com.hk).*