

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.



PHOENITRON

PHOENITRON HOLDINGS LIMITED

品創控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 8066)

VOLUNTARY ANNOUNCEMENT –

BUSINESS UPDATE

This announcement is made by the board (the “**Board**”) of directors (the “**Directors**”) of Phoenitron Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to keep the Shareholders and potential Subscribers of the Company informed of the latest business development of the Group.

The Board is pleased to announce that the Group intends to diversify its business portfolio by entering the prospering digital economy and exploring new development opportunities in the application of artificial intelligence. In furtherance of this, the Group, through 北京德生萬利時印藝科技有限公司(Beijing Desheng Wanlizi Printing Arts Technology Company Limited*) (a limited liability company established in the People’s Republic of China (the “**PRC**”) and an indirect wholly-owned subsidiary of the Company), has completed the acquisition of the 100% equity interest in 海南動創數娛科技集團有限公司(Hainan Dongchuang Digital Entertainment Technology Group Company Limited*) (“**Hainan Dongchuang**”) on 31 December 2024 (the “**Acquisition**”), and has introduced an experienced market operation team with a strong customer base. For more background information of the Acquisition, please refer to the announcement of the Company dated 21 November 2024 (the “**Announcement**”). For the avoidance of doubt, as the applicable percentage ratios in respect of the Acquisition are less than 5%, the Acquisition does not constitute a notifiable transaction for the Company under Chapter 19 of the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

As disclosed in the Announcement, it is expected that Hainan Dongchuang will operate a pan-entertainment digital ecosystem membership e-commerce platform – Dongchuang E-Commerce App Service Platform. Such platform has commenced trial operations and primarily provides entertainment e-commerce with private domain traffic, including the provision of digital products and services (the “**Digital Platform Business**”). The headquarters of the Digital Platform Business will be located in Haikou City, Hainan Province, the PRC.

In order to facilitate the development of the digital economy segment of the Group and to strengthen the management dynamics for better management and development of the business of Hainan Dongchuang, the Company will appoint (i) Mr. Guo Rongxiang, the executive Director, as the chairman of the digital economy segment of the Group and of Hainan Rongchuang, and (ii) Mr. Zhang Jiawei (“**Mr. Zhang**”) as the general manager of the digital economy segment in Greater China of the Group and of Hainan Dongchuang, respectively. Mr. Zhang has more than 10 years of experience in membership-based e-commerce marketing and has served as product director and operations director of several e-commerce companies in Hangzhou. Mr. Zhang will mainly be responsible for designing of innovative business models that integrate e-commerce and social platform, managing marketing and e-commerce supply chains, as well as overseeing the overall platform operations and providing technical support for Hainan Dongchuang. The Board is of the view that with Mr. Zhang’s experience and network, Hainan Dongchuang will be able to increase popularity and expand its business scope within the digital economy industry.

The Group has consistently and actively sought suitable investment opportunities. In light of the rapid development and widespread adoption of new developments in the digital economy and artificial intelligence applications, coupled with the significant growth of relevant industries in recent years, it is expected that the digital economy business will continue to expand in the short term. The digital economy segment of the Group will continually broaden the range of services and markets within the digital economy. Starting with the Acquisition to establish a foothold in e-commerce services, the Group will gradually expand into offering digital entertainment services by promoting mobile games.

Notwithstanding the Group’s intention to develop its digital economy business, the existing principal business of the Group shall remain to be the core business of the Group. The Board is of the view that the Acquisition and the participation in the Digital Platform Business will enable the Group to diversify its businesses, investment portfolio and income stream, which will in turn allow the Group to explore additional business opportunities, and are therefore beneficial and in the interest of the Company and its Shareholders as a whole.

The Group’s Digital Platform Business is still in its early development stage, and its future contribution to the Group cannot yet be reassured or ascertained. **Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.**

* *For identification purpose only*

By order of the Board
Phoenitron Holdings Limited
Chang Wei Wen
Executive Director

Hong Kong, 10 January 2025

As at the date of this announcement, the Board comprises four executive Directors, Ms. Lily Wu (Chairman and Chief Executive Officer), Mr. Guo Rongxiang, Mr. Chang Wei Wen and Mr. Yang Meng Hsiu, and three independent non-executive Directors, Ms. Wong Ka Wai, Jeanne, Mr. Yeung Man Chit, Daniel and Mr. Chan Siu Wing, Raymond.

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 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 in 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 for at least 7 days from the date of its publication and on the website of the Company at www.phoenitron.com.