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中國三三傳媒集團有限公司

CHINA 33 MEDIA GROUP LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8087)

VOLUNTARY ANNOUNCEMENT

BUSINESS UPDATE

This announcement is made by China 33 Media Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to inform its shareholders and potential investors of the latest business development.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that the Group intends to apply for the Hong Kong stablecoin license. It will be financed by the net proceeds from the placing of new shares under general mandate and its existing cash reserves.

On 6 June 2025, the Government of the Hong Kong Special Administrative Region published in the Gazette the Stablecoin Ordinance (Commencement) Notice to appoint 1 August 2025 as the commencement date for the Stablecoin Ordinance (Cap. 656) to come into operation for the purpose of supervising activities involving stablecoins, and to introduce a licensing regime for regulated stablecoin activities in Hong Kong. The Board regards this as a strategic opportunity to expand and enhance the Group’s business by entering the cryptocurrency sector.

The Group has extensive experience serving a large retail customer base that has strong demand for cross-border and local payments, the Group recognises that stablecoins can significantly improve payment efficiency and reduce payment costs. To better serve retail customers, the Group has initiated the preparation to apply for a stablecoin license.

The Group will continue exploring and launching technical services in Hong Kong, including stablecoin payments, to optimize payment solutions, enhance consumer experience and promote the wider application of stablecoin in retail payment scenarios.

Furthermore, the Group plans to actively participate in Hong Kong regulatory pilot programs, promoting stablecoin issuance and adoption to help establish Hong Kong as a key hub for the global digital asset ecosystem.

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

By order of the Board
China 33 Media Group Limited
Ruan Deqing
Chairman and Executive Director

Hong Kong, 15 July 2025

As at the date of this announcement, the executive Directors are Mr. Ruan Deqing (Chairman) and Ms. Wang Linlin; and the independent non-executive Directors are Ms. Tay Sheve Li, Mr. Chan Wing Wah Terence and Ms. Wipada Kunna.

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 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 GEM website at www.hkgem.com for at least seven days from the date of its posting and the Company’s website at www.china33media.com.