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S. CULTURE INTERNATIONAL HOLDINGS LIMITED

港大零售國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1255)

DATE OF BOARD MEETING

The board of directors (the “**Board**”) of S. Culture International Holdings Limited (the “**Company**”) hereby announces that a meeting of the Board of the Company will be held on 22 August 2016 (Monday) for the purposes of, among other matters, considering and approving the consolidated interim results of the Company and its subsidiaries for the six months ended 30 June 2016, and considering the payment of an interim dividend, if any.

By order of the Board
S. Culture International Holdings Limited
Chow Wing Hang, John
Company Secretary

Hong Kong, 8 August 2016

As at the date of this announcement, the Board comprises three executive directors, namely Mr. Chu Siu Ming, Mr. Chu Chun Ho, Dominic and Mr. Chu Chun Wah, Haeta; three non-executive directors, namely Mr. Chong Hot Hoi, Mr. Chong Hok Hei, Charles and Mr. Yu Fuk Lun; and three independent non-executive directors, namely Mr. Wan Kam To, Mr. Yau Tat Wang, Dennis and Mr. Lam Man Tin.