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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 will be held on 28 March 2018 (Wednesday) for the purposes of, among other matters, considering and approving the consolidated annual results of the Company and its subsidiaries for the year ended 31 December 2017, and considering the recommendation of a final dividend, if any.

By order of the Board
S. Culture International Holdings Limited
Yang Jun
Chairman of the Board

Hong Kong, 15 March 2018

As at the date of this announcement, the Board comprises three executive directors, namely Mr. Yang Jun, Mr. Lin Zheming and Mr. Zhu Fangming; three non-executive directors, namely Mr. Law Fei Shing, Mr. Lin Jun and Mr. Chu Chun Ho, Dominic; and three independent non-executive directors, namely Mr. Xie Rongxing, Mr. Chen Huigang and Mr. Lum Pak Sum.