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 August 2018 (Tuesday) 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 2018, and considering the payment of an interim dividend, if any.

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

Hong Kong, 10 August 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.