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*(incorporated in the Cayman Islands with limited liability)*  
**(Stock Code: 1360)**

## **VOLUNTARY ANNOUNCEMENT**

### **BUSINESS UPDATE – STRATEGIC COOPERATION FRAMEWORK AGREEMENT**

This is a voluntary announcement made by Mega Expo Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that on 18 January 2019, Mega Expo International Limited (“**ME International**”), an indirect wholly-owned subsidiary of the Company, has entered into a non-legally binding strategic cooperation framework agreement (the “**Framework Agreement**”) with 湖南省優質農產品開發服務協會 (transliterated as “Hunan Province Good Agri-products Development & Service Association” or “**Hunan Agri-products Association**”), pursuant to which ME International and Hunan Agri-products Association shall jointly organise and develop an agricultural related products exhibition in Hunan Province, the People’s Republic of China (the “**PRC**”). The Framework Agreement is effective until 31 December 2019. The implementation of the exhibition is subject to further discussion between the parties.

## **RESPONSIBILITIES OF THE PARTIES TO THE FRAMEWORK AGREEMENT**

Responsibilities of ME International includes:

1. formulating, organising and coordinating the relevant exhibition;
2. execution of all the exhibition works;
3. organising of domestic and foreign business enterprises to participate in the exhibition;
4. responsible for obtaining the relevant exhibition activities approval from local authorities, coordinating the exhibition activities security and hygiene protection with the local authority;
5. responsible for site layout and service of the exhibition activities; and
6. responsible for promotion and advertisement of the exhibition activities.

Responsibilities of Hunan Agri-products Association includes:

1. coordination, communication and linkage of the relevant organisations in the exhibition activities;
2. guidances on the planning, preparation and execution of the exhibition;
3. assist in exhibition activities, meetings, press conferences, etc.; and
4. make use of self-owned resources to promote the exhibition activities as a whole.

## **INFORMATION ABOUT HUNAN AGRY-PRODUCTS ASSOCIATION**

Hunan Agri-products Association is the governmental related association in Hunan Province, the PRC, which is in charge of the development, promotion and coordination of agri-products in Hunan Province, the PRC.

## **INFORMATION ABOUT THE GROUP**

The principal activities of the Group are the organisation and management of exhibitions, provision of various exhibition management services, provision of brand licensing and comprehensive system operation solution services in the culture and entertainment industry, which included but not limited to entertainment business consulting, membership services, brand management and licensing, event planning services, entertainment equipment solution services, etc.

## **REASON FOR ENTERING INTO THE FRAMEWORK AGREEMENT**

The Group is principally engaged in the organisation and management of trade exhibitions and the exhibitions management services. The Board believes that the strategic cooperation as contemplated by and outlined in the Framework Agreement will provide the Group with the opportunity to leverage on its extensive experience in China agri-products exhibition business. The Board also believes that the strategic cooperation could expand the Group's business scope and broaden its income sources and enhance its financial performance. Thus, the Board considers the strategic cooperation will be beneficial to the future growth and China exhibition business development of the Group, and will also be in the interests of the Company and its shareholders as a whole.

By Order of the Board  
**Mega Expo Holdings Limited**  
**Deng Zhonglin**  
*Chairman*

Hong Kong, 18 January 2019

*As at the date of this announcement, the Board comprises Mr. Deng Zhonglin and Mr. Xu Feng as executive Directors; and Mr. Choi Hung Fai, Mr. Tsang Wing Ki, Dr. Wong Kong Tin, JP and Mr. Qiu Peiyuan as independent non-executive Directors.*