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Superland Group Holdings Limited

德合集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 368)

VOLUNTARY ANNOUNCEMENT BUSINESS UPDATE

This announcement is made by Superland Group Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to provide the shareholders of the Company (“**Shareholders**”) and potential investors an update on the latest business development of the Group.

As disclosed in the voluntary announcement of the Company dated 25 September 2020 about business update, the board (the “**Board**”) of directors (the “**Directors**”) of the Company has been exploring and formulating strategies to develop and commercialise the Group’s existing and future technologies and technical solutions, including but not limited to, virtual reality technology, digital design services and three-dimensional laser scanning, to enjoy first-mover advantage in applying these technologies in fitting-out, interior design and construction and property market industry.

In view of the growing maturity and market exposure of the Group’s technologies, the Board is pleased to announce that it is a great honour and pleasure for the Group to present and demonstrate its latest technologies and technical solutions in the Belt and Road Summit 2020 (the “**Belt and Road Summit 2020**”).

Jointly organised by the Government of the Hong Kong Special Administrative Region (“**Hong Kong**”) and the Hong Kong Trade Development Council, the Belt and Road Summit 2020, which is one of the greatest events in Hong Kong serving a premier international platform for promoting business collaboration along the Belt and Road, will be held from 30 November 2020 to 1 December 2020. Senior Government officials and business leaders from countries and regions along and beyond the Belt and Road will gather in the Belt and Road Summit 2020 to exchange their insights on multilateral co-operations and explore concrete business opportunities. Through the Belt and Road Summit 2020, the Group can broadcast and demonstrate its latest technologies and technical solutions to the market. The Board believes that the Belt and Road Summit 2020 would bring potential business opportunities to the Group so as to further enhance the Group’s revenue and profit structure. It is the Group’s long-term strategy to attain business growth of the Group through business diversification which is expected to benefit the Group and Shareholders as a whole.

Having the encouraging results in the Group's existing technologies and technical solutions, it is the Board's intention that the Group would commit to commercialise the Group's existing technologies and technical solutions. Hence, the Group intends to speed up the development of its technologies and technical solutions. The Group would launch a total solution for both the general public and service providers in the aforementioned industries should it be materialised in 2021. Given the Group's great and developed network in the value chains of the industries, the Board believes that such commercialisation of the Group's technologies and technical solutions will create new opportunities for the Group to work more closely with its strategic partners.

The Company will keep Shareholders and potential investors informed of any material development in connection with the above matter by way of further announcement(s) as and when appropriate.

Shareholders and/or potential investors should note that this announcement is published as a voluntary disclosure and aimed to allow the public to acknowledge the latest development of the Company.

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

By Order of the Board
Superland Group Holdings Limited
Ng Chi Chiu
Chairman, chief executive officer and executive Director

Hong Kong, 26 November 2020

As at the date of this announcement, the executive Directors are Mr. Ng Chi Chiu, Ms. Zhao Haiyan Chloe and Ms. Ho Nga Ling; the non-executive Director is Mr. Chan Ming Yim; and the independent non-executive Directors are Dr. Ho Chung Tai Raymond, Mr. Yip Chun On and Prof. Chau Kwong Wing.

Please also refer to the published version of this announcement on the Company's website at www.superland-group.com.