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**CHINA CREATIVE GLOBAL HOLDINGS LIMITED (the “Company”)**  
**中創環球控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

*(Stock Code: 1678)*

**VOLUNTARY ANNOUNCEMENT IN RELATION TO  
A STRATEGIC COOPERATION AGREEMENT**

The board (the “Board”) of directors (the “Directors”) of the Company announces that on 8 July 2021 entered into a Memorandum of Understanding (the “Agreement”) with Buy Home Limited to form a strategic alliance.

Pursuant to the Agreement, the substance, terms and conditions of such relationship is still under negotiations between the parties and the alliance may be in form, including but not limited to, by forming a jointly owned company, establishing holding company and subsidiary relationship and etc.

**INFORMATION OF BUY HOME LIMITED**

Buy Home Limited (“Buyhome”) has been incorporated in Hong Kong since 2 January 2014 and it operates chain stores together with an online shopping platform, [www.buyhome.hk](http://www.buyhome.hk), selling various personal care and housewares items, electrical appliances, computer and accessories, and etc. Buyhome won the 2015 "100% Brand Award-Online Comprehensive Sales Brand Award". In addition, Buyhome maintains the agency rights with various famous branding products, including, JNC, Xiaomi, Lenovo and etc. Buyhome also engages in businesses of warehousing and logistics services.

**REASONS FOR AND BENEFITS OF ENTERING INTO THE AGREEMENT**

The Company is principally engaged in the business of design, development, manufacture and sales of home decor products and electric fireplaces. As disclosed under the Company’s 2019 interim report, the Company intends to expand its existing business by tapping into the development and manufacturing of fresh air system.

In this respect, the Board believes that the strategic alliance would not only expand the Company’s business and enhance its returns, but would also increase its market competitiveness. The Board also believes that the strategic alliance would allow the Company to tap into the online market in Hong Kong and is confident that the Platform will contribute positively to the Company. The Board is of the view that the strategic alliance will maximise the future

contribution to the Company and is in the interest of the Company and the shareholders of the Company as a whole.

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

By order of the Board  
**China Creative Global Holdings Limited**  
Mr. Wu Ming Fat, Simon  
Chairman

Hong Kong, 8 July 2021

*As at the date of this announcement, the executive directors of the Company are Mr. Wu Ming Fat, Simon, Ms. Ching Wan Wah, Kitty, Mr. Shen Jianzhong (Suspended), Mr. Zhang Zhisen, Mr. Wu Ming Chit William, Ms. Li Lai Ying and Mr. Zheng Hebin (Suspended); and the independent non-executive director of the Company are Mr. Huang Songqing (Suspended), Mr. Chan Yui Hang and Mr. Wong Shun Ching.*