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KINGKEY INTELLIGENCE CULTURE HOLDINGS LIMITED **京基智慧文化控股有限公司**

(formerly known as KK Culture Holdings Limited KK文化控股有限公司)
(Incorporated in Cayman Islands and continued in Bermuda with limited liability)
(Stock code: 550)

CHANGE OF COMPANY NAME, STOCK SHORT NAME AND COMPANY WEBSITE AND EMAIL ADDRESS

Reference is made to the circular of Kingkey Intelligence Culture Holdings Limited (formerly known as “KK Culture Holdings Limited”) dated 24 June 2021 (the “**Circular**”) in relation to, among other things, the change of company name (the “**Change of Company Name**”). Capitalised terms shall have the same meanings as those defined in the Circular unless otherwise specified.

CHANGE OF COMPANY NAME

The Board is pleased to announcement that subsequent to the approval of the Shareholders by passing a special resolution in relation to the Change of Company Name at the SGM held on 15 July 2021, the Certificate of Change of Name and the Certificate of Secondary Name were issued by the Registrar of Companies in Bermuda on 16 July 2021, certifying the change of the English name of the Company from “KK Culture Holdings Limited” to “Kingkey Intelligence Culture Holdings Limited” and the adoption of the Chinese name “京基智慧文化控股有限公司” as its secondary name to replace “KK文化控股有限公司” effective from 16 July 2021. The Certificate of Registration of Alternation of Name of Registered Non-Hong Kong Company was issued by the Registrar of Companies in Hong Kong on 4 August 2021.

CHANGE OF STOCK SHORT NAME

Following the Change of Company Name becoming effective, the Shares will be traded on the Stock Exchange under the new stock short name of “KINGKEY INT CUL” in English and “京基智慧文化” in Chinese with effect from 9:00 a.m. on 26 August 2021. The stock code of the Company on the Stock Exchange remains as “550”.

EFFECT OF THE CHANGE OF COMPANY NAME

The Change of Company Name will not affect any rights of the existing holders of securities of the Company or the Company's daily business operation and its financial position. All the existing certificates of securities of the Company in issue bearing the existing name of the Company in English and, the existing Chinese name of the Company will, after the Change of Company Name becoming effective, continue to be evidence of title to such securities of the Company and will continue to be valid for trading, settlement, registration and delivery for the same number of securities of the Company in the new English name and the secondary name of the Company. Accordingly, there will not be any arrangement for free exchange of the existing certificates of the securities of the Company for new share certificates of the securities bearing the new English name and the secondary name of the Company. Once the Change of Company Name has become effective, any new certificates of the securities of the Company will be issued in the new English name and secondary name of the Company.

CHANGE OF COMPANY WEBSITE AND EMAIL ADDRESS

The Board also hereby announces that the website of the Company has been changed to www.kkic.com.hk and the email address of the Company has been changed to info@kkic.com.hk with effect from the date of this announcement. With effect from the date of this announcement, all announcements, notices or other documents to be submitted by the Company for publication on the Stock Exchange's website will also be published on this new website of the Company.

By order of the Board
Kingkey Intelligence Culture Holdings Limited
Tsang Hing Bun
Executive Director

Hong Kong, 18 August 2021

As at the date of this announcement, the Board comprises Mr. Tsang Hing Bun as executive Director; Mr. Yiu Yu Cheung as non-executive Director; and Mr. William Keith Jacobsen, Dr. Leung Ka Kit and Mr. Chan Chiu Hung, Alex, as independent non-executive Directors.