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Starrise Media Holdings Limited

星宏傳媒控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1616)

CHANGE OF CHIEF FINANCIAL OFFICER

The Board announces that:

1. Mr. Song Shuli tendered his resignation as the chief financial officer of the Company with effect from 31 December 2021.
2. Mr. Liu Jiyou has been appointed as the chief financial officer of the Company with effect from 31 December 2021.

RESIGNATION OF CHIEF FINANCIAL OFFICER

The board of directors (the “**Board**”) of Starrise Media Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”), hereby announces that Mr. Song Shuli (宋樹利) (“**Mr. Song**”) has on 30 November 2021 tendered his resignation as the chief financial officer of the Company with effect from 31 December 2021.

Mr. Song confirmed that his resignation was due to his intention to concentrate in his own business engagement, that he has no disagreement with the Board and there are no matters related to his resignation which need to be brought to the attention of the Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) or the shareholders of the Company.

The Board would like to take this opportunity to express its sincere gratitude and appreciation to Mr. Song for his contribution to the Group during his tenure of office.

APPOINTMENT OF CHIEF FINANCIAL OFFICER

The Board is pleased to announce that Mr. Liu Jiyou (劉繼友) (“**Mr. Liu**”) has been appointed as the chief financial officer of the Company to succeed Mr. Song with effect from 31 December 2021. The biographical details of Mr. Liu are as set out below:

Mr. Liu Jiyou, age 42, joined the Company in October 2015 as the financial controller. Mr. Liu obtained a bachelor’s degree of economics majoring in accounting from the Beijing Technology and Business University* (北京工商大學) in 2002. Prior to joining the Company, Mr. Liu had from 2002 to 2015 occupied senior managerial roles in finance and accounting department of public companies listed on the NASDAQ for over 10 years.

After joining the Company as the financial controller, Mr. Liu has been responsible for the overall management of the Company’s financial operation, which includes, inter alia, coordinating with various business units of the Company to formulate investment plans for the Company’s film and television projects and exercising of financial oversight of ongoing projects during the production and distribution stage.

The Board would like to take this opportunity to welcome Mr. Liu on his new position in the Company.

By order of the Board
Starrise Media Holdings Limited
LIU Dong
Chairman

Beijing, the PRC, 30 November 2021

As at the date of this announcement, the Board comprises seven Directors, namely Mr. LIU Dong, Mr. LIU Zongjun, Ms. YANG Qinyan and Mr. HE Han as executive Directors; and Mr. LAM Kai Yeung, Ms. LIU Chen Hong and Mr. KWOK Pak Shing as independent non-executive Directors.

* *for identification purpose only*