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China Bright Culture Group
煜盛文化集團*

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 1859)

VOLUNTARY ANNOUNCEMENT
SHARE REPURCHASE PLAN

This announcement is made by China Bright Culture Group (the “**Company**”) on a voluntary basis to shareholders of the Company (the “**Shareholders**”) and potential investors.

The board (the “**Board**”) of directors (the “**Directors**”, each a “**Director**”) of the Company hereby announces that it intends to exercise its power under the general mandate to repurchase shares of the Company (the “**Shares**”) (the “**Repurchase Mandate**”) granted by the Shareholders to the Board by the resolution of the Shareholders passed in the annual general meeting of the Company held on Monday, 27 September 2021 (the “**AGM**”). Pursuant to the Repurchase Mandate, the Company is allowed to repurchase up to 10% of the aggregate nominal amount of the share capital of the Company in issue as at the date of passing the resolution at the AGM.

The Company has decided that, subject to market conditions, it shall, from time to time, repurchase Shares on the open market during the period from the date of this announcement to the conclusion of the next annual general meeting of the Company (when the Repurchase Mandate shall expire) (the “**Share Repurchase Plan**”) pursuant to the Repurchase Mandate. The Share Repurchase Plan is proposed to use up to HK\$200 million in funds for the repurchase of Shares. Under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”), the actual repurchase price of each Share shall be no more than 5% higher than the average closing market price for the Shares over the 5 trading days immediately preceding each repurchase. The Company will finance the repurchase Shares from its existing available cash reserves and free cash flow.

The Board considers that the current trading price of the Shares does not reflect their intrinsic value and business prospects of the Company and that it presents a good opportunity for the Company to repurchase Shares. The Share Repurchase Plan reflects the confidence of the Board and the management team in the long-term strategy and growth of the Company. Moreover, the Company believes that actively managing the capital structure and implementing the Share Repurchase Plan will optimize the Company's capital structure, enhance earnings per Share and overall Shareholders return. The Board considers that the Share Repurchase Plan is in the best interest of the Company and its Shareholders as a whole.

The implementation of the Share Repurchase Plan will be subject to compliance with the Repurchase Mandate, applicable provisions of the Company's articles of association, the Listing Rules, The Codes on Takeovers and Mergers and Share Buy-backs and applicable Hong Kong and Cayman Islands law. Any Shares repurchased under the Share Repurchase Plan will be cancelled in due course.

Shareholders and investors should note that the exercise of the Repurchase Mandate by the Company will be subject to market conditions and will be at the Board's absolute discretion. There is no assurance of the timing, quantity or price of any Share repurchases or whether the Company will make any repurchases at all. Shareholders and investors should therefore exercise caution when dealing in the Shares.

By order of the Board
China Bright Culture Group
LIU Mu
Chairman

Beijing, the PRC, 1 April 2022

As at the date of this announcement, executive Directors are Mr. LIU Mu and Mr. XIA Rui, and independent non-executive Directors are Ms. RAN Hua, Mr. ZHANG Yiwu, Mr. YANG Chengjia and Ms. YAO Li.

* *For identification purpose only*