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## **Century Sage Scientific Holdings Limited**

### **世紀睿科控股有限公司**

*(Incorporated under the laws of the Cayman Islands with limited liability)*

**(Stock Code: 1450)**

## **VOLUNTARY ANNOUNCEMENT BUSINESS UPDATES**

This announcement is made by Century Sage Scientific Holdings Limited (the “**Company**“, together with its subsidiaries, the “**Group**”) as a voluntary announcement to provide shareholders and potential investors of the Company with business updates of the Group.

The board of directors of the Company (the “**Board**”) is pleased to announce that Hangzhou Century Sage Information Technology Co., Ltd.\* (杭州世紀睿科信息技術有限公司) (“**Hangzhou Century Sage**”), a subsidiary of the Company, has entered into a strategic cooperation agreement (the “**Strategic Cooperation Agreement**”) with Beijing Zhidemai Technology Co., Ltd.\* (北京值得買科技股份有限公司) (“**ZHI-TECH**”), a listed company on Shenzhen Stock Exchange (stock code: 300785), and entered into cooperation agreements (the “**Marketing Cooperation Agreements**”) with Shanghai Yilu Qinglian Culture Media Co., Ltd.\* (上海一鷺青蓮文化傳媒有限公司), Leng Leng Bu Leng Culture Media (Shanghai) Co., Ltd.\* (冷冷不冷文化傳媒(上海)有限公司), Chicheng Wuxian (Beijing) Culture Communication Co., Ltd.\* (馳騁無限(北京)文化傳播有限公司), Mudanjiang Jingguang Duocai Culture Media Co., Ltd.\* (牡丹江晶光奪彩文化傳媒有限公司) and Beijing Tianqi Zhonghe Culture Media Co., Ltd.\* (北京天啟眾合文化傳媒有限公司) respectively (collectively, the “**New Media Marketing Service Providers**”).

ZHI-TECH is a well-known internet consumer content platform in China. Based on the consumer industry and content industry, it provides diversified products and services to users and customers. It has strategically deployed three core business segments of consumer content, marketing services and consumer data to provide a more stereoscopic service system in terms of ancillary full-chain services for commodities and media, brand marketing services, consumer data products and services to customers.

According to the Strategic Cooperation Agreement, among other things, (i) ZHI-TECH has to purchase video system equipment and technical services in developing its own business and it shall purchase the equipment and technology from Hangzhou Century Sage with priority under the same conditions; (ii) ZHI-TECH shall recommend customers with demand for new media business to Hangzhou Century Sage and assist Hangzhou Century Sage for providing new media services to such customers; and (iii) Hangzhou Century Sage shall leverage on the excellent supply chain service capability of ZHI-TECH as much as possible to develop all-media business. In addition, the parties shall establish communication system through various channels.

New Media Marketing Service Providers are marketing management companies incorporated in China with limited liability, which have a certain level of market reputation and a group of new media e-commerce personnel including Ms. Hu Wenjun (胡文君), Ms. Leng Jun (冷雋), Mr. Guo Haojie (郭豪杰) and Ms. Zhang Yijing (張譯晶). Their principal businesses cover marketing planning, cultural creation and sales of broadcasting and film equipment.

Entering into cooperation agreements with various New Media Marketing Service Providers is a significant progress for the Group to consolidate the operation model of administrative affairs + new media + business services. By entering into the Marketing Cooperation Agreements, among other things, the New Media Marketing Service Providers will jointly carry out new media business through providing experienced and professional new media marketing personnel to Hangzhou Century Sage.

To the best of the Directors' knowledge, information and belief, having made all reasonable enquiry, each of ZHI-TECH and the New Media Marketing Service Providers and their respective ultimate beneficial owners are third parties independent of the Company and connected persons of the Company.

## **REASONS FOR AND BENEFITS OF THE STRATEGIC COOPERATION AGREEMENT AND THE MARKETING COOPERATION AGREEMENTS**

The Group is a leading all-media service provider in China which principally provides application solutions for broadcasting institutions, government authorities, new media platforms and industry customers, including product sales, video content production, transmission, livestreaming and system operation and maintenance and other services. The Group is always committed to leveraging on video technology and services to further expand the Group's service capabilities in the all-media market, especially the new media market.

The development opportunities in the new media field are tremendous and the competition is intense. The Group will fully leverage on the advantages of its own technology and services, and provide one-stop quality products and services for target customers to meet the extensive needs of customers by continuously reaching strategic cooperation with upstream and downstream partners in the industry and various customers.

The Board considers that the cooperation between the Group with ZHI-TECH and the New Media Marketing Service Providers respectively, demonstrates the Group's gradual improvement of marketing service capability in the all-media industry and the further development in the new media business sector. ZHI-TECH has accumulated extensive experience in the field of consumer content and the New Media Marketing Service Providers can provide the Group with experienced and quality new media marketing personnel. Such cooperation will enhance the Group's video technology service capabilities in the all-media industry and the overall competitiveness in the field of new media service business. In addition, the Group will continue to optimise its layout in the industry and promote the diversified development of the Group's business continuously.

By Order of the Board  
**Century Sage Scientific Holdings Limited**  
**Lo Chi Sum**  
*Chairman*

Hong Kong, 5 May 2022

*As at the date of this announcement, the executive Directors are Mr. Lo Chi Sum, Mr. Li Jun, Mr. Li Jinping and Ms. Zhao Hui Li, and the independent non-executive Directors are Mr. Cui Xiao Bo, Mr. Ma Zhan Kai and Dr. Yu Guo Jie.*

*\* For identification purpose only*