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婚宴專門店  
Wedding Banquet Specialist

## **PALACE BANQUET HOLDINGS LIMITED**

### **首豐控股有限公司**

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

**(Stock Code: 1703)**

#### **VOLUNTARY ANNOUNCEMENT**

#### **STRATEGIC COOPERATION FRAMEWORK AGREEMENT WITH JACKSONS HOLDINGS (SHENZHEN) COMPANY LIMITED**

This announcement is made by Palace Banquet Holdings Limited (the “**Company**” and together with its subsidiaries, collectively the “**Group**”) on a voluntary basis to provide shareholders and potential investors of the Company with the latest business update of the Group.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that on 24 June 2022, the Company and Jacksons Holdings (Shenzhen) Company Limited\* (杰晟思控股(深圳)有限公司) (the “**Jacksons Holdings**”) entered into a strategic cooperation framework agreement (the “**Strategic Cooperation Framework Agreement**”) for a term of five (5) years from 24 June 2022 to 23 June 2027.

#### **REASON FOR AND BENEFIT OF THE STRATEGIC COOPERATION FRAMEWORK AGREEMENT**

Pursuant to the Strategic Cooperation Framework Agreement, the Company and Jacksons Holdings agreed to jointly explore their mode of business cooperation, depending on the nature of various projects and specific market conditions, and make use of the Company, being a listed company, as the cooperation platform. With its collection of big data, Jacksons Holdings will select from domestic brands like premium food, catering brands, consumer lifestyle and health products, etc., make recommendation and establish investment cooperation accordingly. Jacksons Holdings will participate and invest in the Company’s business in various ways through the Company’s listed platform. In order to strengthen the Company’s position as a listed company, Jacksons Holdings and the Company will utilize their own resources and leverage on their own advantage to develop a mutually-beneficial strategic cooperation relationship.

## **Information About Jacksons Holdings**

Jacksons Holdings is a company incorporated in the People's Republic of China, which is a company mainly engaging in the business of corporate mergers and acquisitions, corporate finance, corporate brand management and big data analysis in the Greater China region. Its self-developed platform, Rong Fenxi\* (融分析), is a leading financial technology platform that uses big data and intelligent algorithms to help companies close financial transactions quickly. Rong Fenxi also specialises in corporate IPO and M&A transactions, with a wide range of successful cases in the consumer lifestyle, healthcare and smart manufacturing sectors. To the best of the Directors' knowledge, information and belief, and having made all reasonable enquiries, Jacksons Holdings and its ultimate beneficial owner are independent of, and not connected with, the Company and any of its connected persons (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited).

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

By order of the Board  
**Palace Banquet Holdings Limited**  
**Hu Zhi Xiong**  
*Chairman*

Hong Kong, 24 June 2022

*As at the date of this announcement, the non-executive Director is Mr. Hu Zhi Xiong, the executive Directors are Mr. Tam Kar Wai, Mr. Chan Shou Ming and Mr. Cheng Man Cheong; and the independent non-executive Directors are Mr. Wong Tat Keung, Mr. Wong Wai Ming and Mr. Tang Tsz Tung.*

\* *For identification purpose only*