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Strawbear Entertainment Group

稻草熊娱乐集团

(the “Company”)

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2125)

ELECTION OF MEANS OF RECEIPT AND LANGUAGE OF CORPORATE COMMUNICATIONS

The Company is making arrangements in accordance with Rules 2.07A and 2.07B of the Listing Rules and the Articles of Association of the Company, to offer Shareholders the options to elect for the means of receipt and language(s) of the Company’s future Corporate Communications.

INTRODUCTION

The Company announces that pursuant to Rules 2.07A and 2.07B of the Listing Rules and the Articles of Association of the Company, arrangements are being made to offer the Shareholders the options to elect for the means of receipt (in printed form or by Website Version) and the language(s) (in English only, in Chinese only or in both English and Chinese) of the Company’s future Corporate Communications.

In support of environmental protection, the Company recommends its Shareholders to elect for the Website Version for receiving the Company’s future Corporate Communications.

ARRANGEMENTS

In accordance with Rules 2.07A and 2.07B of the Listing Rules and the Articles of Association of the Company, the following arrangements have been made by the Company:

1. The First Letter dated November 2, 2022 will be sent by the Company together with the Reply Form, in both English and Chinese, to Shareholders to enable them to elect any of the following options:
 - (i) to access the Website Version of all future Corporate Communications, instead of receiving printed copies by mail, and to receive a notification of the publication of the Corporate Communications on the Company’s website; or
 - (ii) to receive by mail the printed English version of all future Corporate

Communications only; or

(iii) to receive by mail the printed Chinese version of all future Corporate Communications only; or

(iv) to receive by mail both the printed English and Chinese versions of all future Corporate Communications.

The Reply Form should be completed, signed and returned by post using the mailing label at the bottom of the Reply Form or by hand delivery to the Company's branch share registrar in Hong Kong, Tricor Investor Services Limited at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong on or before November 30, 2022.

The First Letter explains that if the Company does not receive the Reply Form or any response indicating any objection from the Shareholder to receive the Website Version of all future Corporate Communications on or before November 30, 2022 and until the Shareholder informs the Company's branch share registrar in Hong Kong by reasonable prior notice in writing or by sending an email to strawbear-ecom@hk.tricorglobal.com, such Shareholder will be deemed to have consented to receive the Website Version, and a notification letter of the publication of the Website Version of the Corporate Communications on the Company's website will be sent to such Shareholder in the future.

2. For those Shareholders who wish to receive the Corporate Communications in printed form can select to receive the English version only, the Chinese version only, or both English and Chinese versions. The Company will send the selected language version(s) of the Corporate Communications to those Shareholders who have made a selection unless and until they inform the Company's branch share registrar in Hong Kong by reasonable prior notice in writing or by sending an email to strawbear-ecom@hk.tricorglobal.com that they wish to receive the Corporate Communications in the other (or both) language(s) (as the case may be), or by the Website Version.
3. When each of the printed future Corporate Communications is sent in accordance with the arrangements described above, the Second Letter together with the Request Form, in both English and Chinese, will be attached to or printed at some prominent place in the relevant Corporate Communications, specifying that the Corporate Communications prepared in the other language will be available upon request. Shareholders may at any time request for the other language of the Corporate Communications by completing and returning the Request Form to the Company's branch share registrar in Hong Kong or by sending an email to strawbear-ecom@hk.tricorglobal.com.
4. For those Shareholders who choose, or are deemed to have consented, to receive the Website Version, if for any reason, such Shareholders have difficulty in receiving or gaining access to the Company's website or wish to receive a printed version of all future Corporate Communications, the Company or the Company's branch share registrar in Hong Kong will, upon request in writing by the Shareholder to the branch share registrar in Hong Kong or by email to strawbear-ecom@hk.tricorglobal.com promptly send the relevant Corporate Communications to such Shareholders in printed form free of charge.
5. All future Corporate Communications in both English and Chinese and in accessible format will be available on the Company's website at www.strawbearentertainment.com and the Stock Exchange's website at www.hkexnews.hk.

6. Shareholders shall have the right at any time by reasonable prior notice in writing to the Company's branch share registrar in Hong Kong or by sending a prior notice via email at strawbear-ecom@hk.tricorglobal.com specifying their name, address and request, to change the means of receipt and/or the language of the Corporate Communications.
7. Shareholders can call the hotline of the Company's branch share registrar in Hong Kong at (852) 2980 1333 during business hours (9:00 a.m. to 6:00 p.m. from Monday to Friday, excluding Hong Kong public holidays) in respect of any queries in relation to the Company's arrangements set out above.
8. The First Letter and the Second Letter will mention that both languages of future Corporate Communications will be available from the Company and the Company's branch share registrar in Hong Kong upon request, as well as on the Company's website at www.strawbearentertainment.com and on the HKExnews's website at www.hkexnews.hk, and that the dial-up hotline service has been provided.

DEFINITIONS

In this announcement, unless the context otherwise requires, the following expressions having the following meanings:

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| “Articles of Association” | the amended and restated memorandum and articles of association of the Company adopted on December 18, 2020 with effect from the date on which the Shares were listed on the Stock Exchange (i.e. January 15, 2021), as amended from time to time |
| “Company” | Strawbear Entertainment Group, an exempted company incorporated in the Cayman Islands on January 3, 2018 with limited liability whose Shares are listed on the Main Board of the Stock Exchange (Stock Code: 2125) |
| “Corporate Communications” | any documents issued or to be issued by the Company for the information or action of holders of any of the Company's securities, including but not limited to: (a) directors' reports, annual accounts together with the auditors' reports and, where applicable, summary financial reports; (b) interim reports and, where applicable, summary interim reports; (c) notices of meetings; (d) listing documents; (e) circulars; (f) proxy forms; and (g) reply slips |
| “Director(s)” | the director(s) of the Company |
| “First Letter” | a letter dated November 2, 2022 to be sent by the Company to the Shareholders together with the Reply Form |
| “Hong Kong” | the Hong Kong Special Administrative Region of the PRC |
| “Listing Rules” | the Rules Governing the Listing of Securities on the Stock Exchange, as amended or supplemented from time to time |

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| “Reply Form” | a pre-paid reply form (a stamp is not needed for posting in Hong Kong) to be sent together with the First Letter |
| “Request Form” | a pre-paid request form (a stamp is not needed for posting in Hong Kong) to be sent together with the Second Letter |
| “Second Letter” | a letter to be sent to the Shareholders by the Company together with each future printed Corporate Communications and the Request Form |
| “Share(s)” | the ordinary share(s) of US\$0.000025 each in the share capital of the Company |
| “Shareholder(s)” | holder(s) of the Share(s) |
| “Stock Exchange” | The Stock Exchange of Hong Kong Limited |
| “Website Version” | the version of Corporate Communications in electronic form published, in both English and Chinese, on the Company’s website |

By Order of the Board
Strawbear Entertainment Group
Liu Xiaofeng
Chairman

Nanjing, PRC, November 1, 2022

As of the date of this announcement, the Board comprises Mr. Liu Xiaofeng, Ms. Zhang Qiuchen, Mr. Chen Chen and Ms. Zhai Fang as executive Directors, Mr. Wang Xiaohui and Ms. Liu Fan as non-executive Directors, and Mr. Zhang Senquan, Mr. Ma Zhongjun and Mr. Chung Chong Sun as independent non-executive Directors.