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## 中達集團控股有限公司

CENTRAL WEALTH GROUP HOLDINGS LIMITED

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 139)**

### VOLUNTARY ANNOUNCEMENT

This is a voluntary announcement made by Central Wealth Group Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) to keep the shareholders of the Company (the “**Shareholders**”) and potential investors informed of the latest business development of the Group.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the Shareholders and potential investors of the Company that, with reference to the announcement of the Company dated 20 December 2022, 張嫻琰四火姐姐, a famous actress and gold-star anchor of Yiyou Culture Media Company (易侑文化傳媒公司) under Central Wealth Group, has more than 20 years of experience in the film and television industry, and has been involved in dozens of classic productions, and hence is known as a model of labor in the industry. While her career was on the rise, she shifted her focus to e-commerce and became a popular and capable anchor, serving 10,000 brands over the past two years.

During the DouYin New Year’s Shopping Festival from 28 December 2022 to 7 January 2023, 四火姐姐 was invited to sell skincare products for ladies through live streaming e-commerce at the official platform of DouYin e-commerce. The live streaming room of 四火姐姐 generated a GMV of over RMB50 million and a total sales pieces of over 400,000. Within half an hour, it attracted more than 390,000 viewers and more than 20,000 real-time online users which kept increasing by 10,000 per second. Such brilliant sales performance is the best manifestation of good content and ideas. According to the data, despite the fact that only one live broadcast was held on the night of 6 January, 四火姐姐 sales volume on Douyin reached over RMB10 million, with more than 200,000 repeat customers and a percentage increase in the Repeated order rate. Furthermore, GMV in the previous month exceeded RMB75 million. Both sales and views are increasing rapidly, indicating 四火姐姐 popularity in the circle. In respect of the Douyin live, 四火姐姐 followers have soared from hundreds of thousands to millions, with a word-of-mouth score of 4.92 points for her live commerce, an average of 790,000 viewers per live broadcast, and a total GMV of RMB250 million in the last 90 days, demonstrating 四火姐姐 live e-commerce ability and word-of-mouth influence.

As an anchor in the beauty and skin care sectors, 四火 sells highly specialized, standardized and diversified products in her live streaming room, covering beauty, skin care, nursing and derivative products for women. For the price of products pricing up to two or three thousand Dollars and down to a few hundred Dollars in RMB, 四火姐姐 could sell them like hotcakes in her own way with a high Repeated order rate.

四火姐姐 admits that in the future, she will concentrate more on her live broadcast, constantly diversifying, improving her professional competence, and become accountable to fans and brands. She aims to be a better anchor for users and to provide brands and fans with a stable and reliable services.

By order of the Board  
**Central Wealth Group Holdings Limited**  
**Chen Xiaodong**  
*Chairman*

Hong Kong, 9 January 2023

As at the date of this announcement, the Board comprises the following Directors:

*Executive Directors*

Mr. Chen Xiaodong (*Chairman*)  
Mr. Li Jing (*Chief Executive Officer*)  
Ms. Chen Jingxian (*Vice Chairman*)  
Mr. Yu Qingrui  
Ms. Song Caini  
Mr. Chen Hongjin

*Independent non-executive Directors*

Mr. Kwok Chi Kwong  
Mr. Wu Ming  
Mr. Lin Guoyan