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CULTURECOM HOLDINGS LIMITED

文化傳信集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 00343)

APPOINTMENT OF CHIEF EXECUTIVE OFFICER

The board (the “**Board**”) of directors (the “**Directors**”) of Culturecom Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) is pleased to announce that with effect from 5 March 2023, Dr. Liu Hin Wang, Leris (“**Dr. Liu**”) has been appointed as the Chief Executive Officer of the Company.

The biographical details of Dr. Liu are set out as follows:

Dr. Liu, aged 49, has more than 25 years of working experience with more than 10 years experience in information technology and artificial intelligence industry in the People’s Republic of China and Southeast Asia. Prior to joining the Group, Dr. Liu was the Chief Executive Officer of Intelligence Smart Company Limited, a company principally engaged in information technology and artificial intelligence industry with the main focus on e-commerce management and information engineering. From 2010 to 2020, Dr. Liu was a Senior Consultant of Chia Tai Land Co., Limited, a subsidiary of Charoen Pokphand Group Company, Ltd., which is principally engaged in property, fund and investment business, and was responsible for research and marketing analysis.

Dr. Liu obtained a doctoral’s degree in business administration from Victoria University of Switzerland in November 2011.

Dr. Liu has entered into an employment contract with the Company for an initial term of three years effective from 5 March 2023, renewable automatically for successive terms of one year each commencing from the day next after the expiry of the then current term, unless terminated by not less than two months’ notice in writing served by either party expiring at the end of the initial term or any successive term. Further, either party may terminate the employment contract by giving not less than twelve months’ prior written notice or at any terms mutually agreed by both parties. Dr. Liu is entitled to an annual payment of HK\$1,950,000, which were determined with reference to his duties and level of responsibilities, the remuneration policy of the Company and the prevailing market conditions.

Dr. Liu is the brother of Dr. Liu Ka Ying, Rebecca, the non-executive Director and the Vice Chairman of the Company.

As at the date of this announcement, save as disclosed above, Dr. Liu (i) does not hold any position with the Group; (ii) does not hold any other directorship in the last three years preceding the date of this announcement in public companies, the securities of which are listed on any securities market in Hong Kong or overseas; (iii) does not have any relationship with any directors, senior management, substantial shareholders or controlling shareholders of the Company; and (iv) does not have any information to be disclosed pursuant to any of the requirements under Rule 13.51(2)(h) to (v) of the Listing Rules and there are no other matters in relation to the appointment of Dr. Liu that need to be brought to the attention of the shareholders of the Company.

As at the date of this announcement, Dr. Liu does not have any interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board would like to express its warmest welcome to Dr. Liu for joining the Company.

By Order of the Board
Culturecom Holdings Limited
Kwan Kin Chung
Managing Director

Hong Kong, 3 March 2023

As at the date hereof, the Board comprises of Mr. Kwan Kin Chung and Mr. Yuen Kin (all being Executive Directors); Mr. Wong Kon Man, Jason (being Chairman and Non-executive Director); Dr. Liu Ka Ying, Rebecca (being Vice Chairman and Non-executive Director); and Mr. Wong Kwan Kit, Mr. Fan Chun Wah, Andrew and Mr. Mung Yat Lik (all being Independent Non-executive Directors).

* *for identification purpose only*