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**STARLIGHT CULTURE  
ENTERTAINMENT**

**STARLIGHT CULTURE ENTERTAINMENT GROUP LIMITED**

**星光文化娛樂集團有限公司**

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 1159)**

**VOLUNTARY ANNOUNCEMENT  
APPOINTMENT OF CHIEF TECHNOLOGY  
OFFICER AND CHIEF OPERATING OFFICER**

This announcement is made by the board (the “**Board**”) of directors (the “**Directors**”) of Starlight Culture Entertainment Group Limited (the “**Company**”) on a voluntary basis.

The Company plans to utilize its existing Hollywood intellectual property resources to develop metaverse businesses, advance its digital product platform construction, and establish subsidiaries in Hong Kong and Mainland China to expand cross-border e-commerce operations.

The Board is pleased to announce in light of and to support the implementation the above plans, the appointment of Mr. Chen, Lijun (“**Mr. Chen**”) as the Chief Technology Officer of the Company, who will primarily lead the development and implementation of technology strategies to drive growth and innovation across the Company, and Mr. Guo Bingjun (“**Mr. Guo**”) as the Chief Operating Officer of the Company, who will be responsible for coordinating and aligning the work of various departments and teams, as well as implementing strategies and initiatives to improve the Company’s performance and growth., with effect from 24 March 2023.

The biographical details of Mr. Chen and Mr. Guo are set out below:

Mr. Chen, aged 44, has more than eighteen years of experience in technology and product development, serving in various leadership roles in Alibaba Group. He led the development of AliExpress.com's mobile apps and built the complete wireless product technology system. He also served in various roles including the director of the Technical Department of Alibaba.com, AE wireless team and marketing team, and product department of the Group User Experience Division. Mr. Chen obtained a bachelor's degree in Information Management and Information Systems from Liaoning Technical University in 2001.

Mr. Guo, aged 37, has over 14 years of experience in operations and organizational development with a track record of working for global companies. He worked for Panasonic as an operational specialist, Robert Bosch GmbH as an operational expert, where he gained valuable experience in supporting business operations and change management for BOSCH factories. Working in Ford Motor Company, he was a senior operations manager responsible for new vehicle production systems, namely Launch Preparation & Workforce Readiness (LPWR), human resources operations, and government affairs operations.

From 2016 to 2021, Mr. Guo served as the senior operations expert at Alibaba Group User Experience Division, in which he supported commercial operations and organizational management for user experience enhancement across Alibaba's ecosystem. He mainly worked with numerous business units, including Tmall, Taobao, Alibaba Pictures, Hema, Fliggy, and Alibaba Auction. He also served as the Director of Operations in China Youzan Limited (a company listed on the GEM of The Stock Exchange of Hong Kong Limited with stock code: 8083), supporting business operations and organizational management for the national sales team. Mr. Guo obtained a bachelor degree of management and a master of business and administration in Zhejiang Gongshang University in 2008 and 2015, respectively.

The Board would like to express its warmest welcome to Mr. Chen and Mr. Guo.

By Order of the Board  
**Starlight Culture Entertainment Group Limited**  
**Mr. Tang Liang**  
*Chairman*

Hong Kong, 27 March 2023

*As at the date of this announcement, the Board comprises six executive Directors, namely Mr. Tang Liang, Mr. Jing Xufeng, Mr. Chau Chit, Mr. Luo Lei, Mr. Sang Kangqiao, and Ms. Wu Xiaoli; and three independent non-executive Directors, namely Mr. Wong Wai Kwan, Mr. Michael Ngai Ming Tak, and Mr. Wu Hongliang.*