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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  
BUSINESS UPDATE  
AND CONTINUED SUSPENSION OF TRADING**

This announcement is made by Starlight Culture Entertainment Group Limited (the “**Company**”) on a voluntary basis to provide the shareholders of the Company (the “**Shareholders**”) and potential investors of the Company with an update on the latest business development of the Company and its subsidiaries (the “**Group**”).

**BUSINESS UPDATE – RESELLER SERVICE AGREEMENT**

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that on 8 May 2023 (after trading hours), Star Media Digital Technology Group Limited (“**Star Media**”), an indirect wholly-owned subsidiary of the Company, entered into a reseller service agreement (the “**Reseller Service Agreement**”) with Alibaba Cloud (Singapore) Private Limited (“**Alibaba Cloud**”), being a global leader in cloud computing and artificial intelligence, pursuant to which Star Media as a partner, is entitled to distribute various products supplied by Alibaba Cloud, including but not limited to computing, container, storage, networking and content delivery network (CDN), security, middleware, and database.

## **REASON AND BENEFIT FOR ENTERING INTO THE RESELLER SERVICE AGREEMENT**

The principal activity of the Company is investment holding and the activities of the Group are media and culture business development. As disclosed in the annual report of the Company for the year ended 31 March 2021, the business of the Group has been adversely affected by the outbreak of COVID-19 since the year of 2019. The Board has hence been identifying opportunities to diversify the income source of the Group. The Directors are of the view that the entering of the Reseller Service Agreement enables the Group to commence distribution business of reliable and secure cloud computing and data processing. As such, the Directors believe that the Reseller Service Agreement could, on one hand, complement the business of the Group and, on the other hand, expand the client base of the Group. Accordingly, it will broaden the Group's revenue base in the future and is expected to increase investment returns to the Shareholders.

To the best of the Directors' knowledge, information, and belief, having made all reasonable enquiries, the counterparty and its respective ultimate beneficial owners are third parties independent of the Company and its connected persons (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**")).

The publication of this announcement is to provide updated information on the business development of the Group to the Shareholders and potential investors of the Company.

## **CONTINUED SUSPENSION OF TRADING IN SHARES**

Trading in the shares of the Company (the "**Shares**") on The Stock Exchange of Hong Kong Limited has been suspended with effect from 9:00 a.m. on 3 April 2023 until the publication of its preliminary annual results for the year ended 31 December 2022. The Company will make further announcement(s) as and when appropriate to inform the Shareholders and potential investors of the Company on its development pursuant to the Listing Rules.

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

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

Hong Kong, 8 May 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.*