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ANNOUNCEMENT FURTHER DELAY IN DESPATCH OF CIRCULAR

Reference is made to the announcement of Cowell e Holdings Inc. (the "**Company**") dated 19 April 2023 in relation to, among others, the revision of the existing annual caps for the existing continuing connected transactions of the Company and the new continuing connected transaction of the Company and the announcement of the Company dated 10 May 2023 in relation to the delay in despatch of circular (collectively, the "**Announcements**"). Unless otherwise defined, capitalised terms used herein shall have the same meanings as those defined in the Announcements.

As disclosed in the Announcements, the Circular containing, among other things, further details of the CCT Agreements, the transactions contemplated thereunder and the relevant annual caps, together with the recommendations of the Independent Board Committee, the advice from the Independent Financial Adviser to the Independent Board Committee and the Independent Shareholders was expected to be despatched to the Shareholders on or before 25 May 2023. As additional time is required to finalise certain information in the Circular, the despatch date of the Circular will be further postponed to a date falling on or before 8 June 2023.

By order of the Board Cowell e Holdings Inc. Meng Yan Chairman

Hong Kong, 24 May 2023

As at the date of this announcement, the Board comprises Mr. Meng Yan and Mr. Wu Ying-Cheng as executive Directors; Mr. Chen Han-Yang and Mr. Yang Li as non-executive Directors; and Ms. Su Yen-Hsueh, Mr. Tsai Chen-Lung and Ms. Liu Xia as independent non-executive Directors.