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VOLUNTARY ANNOUNCEMENT OPERATION OF LIVE STREAMING E-COMMERCE BUSINESS

This announcement is made by Asia Television Holdings Limited (the “**Company**”) on a voluntary basis to inform the public of the latest development of the Company.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that the Company will enter into the live streaming e-commerce business on 6 June 2023, which will be operated by two indirectly wholly-owned subsidiaries, namely 廣西亞視鴻鵠電子商務有限公司 and 亞視文化傳媒(深圳)有限公司. The Board believes that the live streaming e-commerce business, which is auxiliary to the Group’s media, cultural and entertainment business, would boost the sales and market share of the Group’s media, cultural and entertainment business, and in turn increase the revenue of the Group.

The Board expects that apart from the existing business of processing, printing and sales of finished fabrics as well as the entertainment and media business, the live streaming e-commerce business will generate positive revenue for the Group in the future.

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

By order of the Board
Asia Television Holdings Limited
Liu Minbin
Chairman

Hong Kong, 6 June 2023

As at the date of this announcement, the Board comprises Mr. Liu Minbin, Ms. Tang Po Yi, Mr. Leong Wei Ping 梁瑋坪先生, Mr. Sze Siu Bun, Ms. Sun Tingting and Ms. Zha Mengling as executive Directors; and Ms. Han Xingxing, Mr. Li Yu and Mr. Lau Jing Yeung William as independent non-executive Directors.*

* For identification purpose only