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**KINGKEY FINANCIAL INTERNATIONAL (HOLDINGS) LIMITED**

**京基金融國際(控股)有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 01468)**

**VOLUNTARY ANNOUNCEMENT  
BUSINESS UPDATE**

This announcement is issued by Kingkey Financial International (Holdings) Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to provide the shareholders (the “**Shareholders**”) and potential investors of the Company with an update on the latest business development of the Group.

The board (the “**Board**”) of directors (the “**Director(s)**”) of the Company wishes to announce that China Sports Group Limited, being an indirect wholly owned subsidiary of the Company has recently signed a memorandum of understanding (the “**MOU**”) with Lasonic Enterprises Limited (“**Lasonic**”) to strengthen mutual co-operation (the “**Cooperation**”) in the field of intellectual property (“**IP**”).

Lasonic is a company incorporated in Hong Kong with limited liability. As at the date of this announcement, Lasonic is principally engaged in the development, management, and commercialization of IP rights, such as Forever 21, IZOD and The Flying Fig.

In order to diversify the business of the Group and to increase the Group's source of revenue, the Company has been seeking various business development opportunities, in particular to the area of IP rights commercialization. The Board is confident that the collaboration under the MOU initiative would inspire and bring more joint IP undertakings in future. Further, the Board also considered that Lasonic's rich experience in managing and establishing international IP business would be invaluable to us, the signing of the MOU will strengthen the working relationship and foster the collaboration between the Company and Lasonic in various areas of common interest.

By Order of the Board  
**Kingkey Financial International (Holdings) Limited**  
**Chen Jiajun**  
*Executive Director*

Hong Kong, 17 August 2023

*As at the date of this announcement, the Directors are as follows:*

*Executive Directors:*

Mr. Chen Jiajun

Mr. Mong Cheuk Wai

*Independent Non-executive Directors:*

Ms. Mak Yun Chu

Mr. Leung Siu Kee

Mr. Hung Wai Che

Mr. Chan Ting Fung