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## **Desun Real Estate Investment Services Group Co., Ltd.**

### **德商產投服務集團有限公司**

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

**(Stock Code: 2270)**

### **INSIDE INFORMATION INVESTMENT IN THE DIGITAL CREATIVE BASE PROJECT IN SICHUAN TIANFU NEW DISTRICT**

This announcement is made by Desun Real Estate Investment Services Group Co., Ltd. (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of The Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the requirements of the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

On 28 August 2023, the Company entered into an investment and service agreement (the “**Agreement**”) with Sichuan Tianfu New District Management Committee (四川天府新區管理委員會) and Qingdao Shuzhi Wufeng Technology Co., Ltd.\* (青島數智無鋒科技有限公司) (“**QD Wufeng**”) for the digital creative base project, pursuant to which the Company and QD Wufeng proposed to jointly invest in the digital creative base project (the “**Project**”) at the area under the direct jurisdiction of Chengdu of Sichuan Tianfu New District (the “**Area under the Direct Jurisdiction**”). The initial planning area of the Project is approximately 20,000 square meters, which is positioned to build “an important national-level television entertainment live broadcast industry base”. In particular, the Project is composed of four major segments: online live broadcast base (covering entertainment live broadcast, game live broadcast, AI virtual human live broadcast, e-commerce live broadcast, etc.), settlement platform, e-commerce alliance and animation exhibition space.

The designated subsidiary of the Company will establish a foreign company with independent legal person status at the Area under the Direct Jurisdiction within 2 months from the date of the Agreement, with registered capital of not less than US\$8 million. In addition, the Company or its subsidiaries will establish a joint venture (the “**Joint Venture**”) with QD Wufeng at the Area under the Direct Jurisdiction within 2 months from the date of the Agreement, which will act as the project company for investment and operation of the Project. The registered capital of the Joint Venture is expected to be no less than RMB100 million. The proportion of capital contribution, specific rights and obligations of the Company and QD Wufeng in the Joint Venture shall be stipulated in the definite investment agreement for the establishment of the Joint Venture entered into by both parties. As its place of business, the project company will be located at Ronggang Innovative and Smart Park (蓉港創智園) in Sichuan Tianfu New District, and will enter into relevant property leasing agreement for its operations.

Sichuan Tianfu New District is a state-level new district approved by the State Council. Sichuan Tianfu New District Management Committee is the administrative body that promotes the development, construction and economic development of the national-level Chengdu Tianfu New Area and Chengdu’s new downtown. Established in the People’s Republic of China with limited liability, QD Wufeng is a global technology and platform driven communication agency, and its businesses include e-commerce live broadcast, e-sports pan-entertainment, virtual idol, content incubation and marketing and new MCN+. As at the date of this announcement, QD Wufeng was owned as to approximately 43.0781% by Mr. Wu Difei (吳迪飛). The shareholding of each of the remaining 12 shareholders in QD Wufeng does not exceed 15%, including Tibet Desun Investment Co., Ltd\* (西藏德商投資有限公司), a connected person of the Company, which holds approximately 5.1852% in QD Wufeng.

To the best knowledge, information and belief of the Directors, having made all reasonable enquires, QD Wufeng and Mr. Wu Difei are third parties independent of the Company and its connected persons.

With initial operation scale of approximately 20,000 square meters, the live broadcast industry base jointly established with QD Wufeng in Tianfu New District will effectively enable the Group to further expand the scale and area under its operation and management in the industrial park. By relying on the construction of the live broadcast industry base, the Group will build an operation platform for the relevant industrial park, integrate more supply chain resources, and provide value-added services such as property services and supply chain related services for the live broadcast companies in the park, through which the Group will be driven to achieve continuous growth in revenue and profits.

The Company expects to conduct a series of contemplated transactions for the purpose of its investment in the Project under the Agreement, and if materialized, such contemplated transactions may constitute notifiable transactions of the Company under Chapter 14 of the Listing Rules. The Company will comply with relevant requirements under the Listing Rules with respect to such transactions (if materialized), and will make further announcement(s) as and when appropriate pursuant to the applicable regulatory requirements.

**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 of directors of the Company  
**Desun Real Estate Investment Services Group Co., Ltd.**  
**Mr. Zhang Zhicheng**  
*Chairman, Chief Executive Officer and Executive Director*

Hong Kong, 28 August 2023

*As at the date of this announcement, the executive directors of the Company are Mr. Zhang Zhicheng, Ms. Xiong Jianqiu, Ms. Wan Hong, Mr. Liu Jun and Mr. Shao Jiazhen, the non-executive director of the Company is Mr. Zou Kang, and the independent non-executive directors of the Company are Mr. Fang Liqiang, Mr. Chen Di and Mr. Yan Hong.*

\* *For identification purpose only*