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DATE OF BOARD MEETING

The board of directors (the "**Board**") of Cowell e Holdings Inc. (the "**Company**") hereby announces that a meeting of the Board will be held in Hong Kong on Thursday, 21 March, 2024 for the purposes of, among other matters, approving the annual results of the Company and its subsidiaries for the year ended 31 December, 2023 and considering the payment of a final dividend, if any.

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

Hong Kong, 11 March, 2024

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.