

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

ALLEGRO CULTURE LIMITED

律齊文化有限公司

(formerly known as Kingkey Intelligence Culture Holdings Limited 京基智慧文化控股有限公司)

(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)

(Stock code: 550)

CHANGE OF COMPANY NAME

Reference is made to (i) the announcement of Allegro Culture Limited (formerly known as Kingkey Intelligence Culture Holdings Limited) (the “**Company**”) dated 8 April 2024 regarding the proposed change of the Company’s name in English and secondary name in Chinese (the “**Change of Company Name**”); (ii) the notice and the circular (the “**Circular**”) of the Company both dated 19 April 2024 regarding the holding of the special general meeting (the “**SGM**”) of the Company; and (iii) the announcement of the Company dated 10 May 2024 in relation to the poll results of the SGM. Unless otherwise defined or the context otherwise requires, capitalized terms in this announcement shall have the same meanings as defined in the Circular.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that its English name was changed from “Kingkey Intelligence Culture Holdings Limited” to “Allegro Culture Limited”, and its secondary name in Chinese was changed from “京基智慧文化控股有限公司” to “律齊文化有限公司”, in each case with effect from 14 May 2024. Subsequent to the passing of the special resolution regarding the Change of Company Name at the SGM held on 10 May 2024, the Certificate on Change of Name and the Certificate of Secondary Name were issued by the Registrar of Companies in Bermuda on 16 May 2024 certifying the Change of Company Name.

As at the date of this announcement, the necessary registration procedure pursuant to Part 16 of the Companies Ordinance (Chapter 622 of the Laws of Hong Kong) in relation to the Change of Company Name has not been completed yet. Further announcement(s) will be made by the Company on the completion of such registration, the change in the stock short name of the Company and other consequential changes as and when appropriate.

At the request of the Company, trading in the shares of the Company on the Stock Exchange has been suspended with effect from 9:00 a.m. on Tuesday, 2 April 2024, pending the publication of the Company's annual results for the year ended 31 December 2023.

By order of the Board
Allegro Culture Limited
Yiu Sze Wai
Executive Director

Hong Kong, 20 May 2024

As at the date of this announcement, the Board comprises Ms. Yiu Sze Wai as executive Director; Mr. Ma Fei and Mr. Ng Wai Hung as non-executive Directors; and Ms. Tang Po Lam Paulia, Mr. Chan Chiu Hung Alex, Mr. Chai Chung Wai, Mr. Wong Kwok Kuen and Mr. Li Chaobo as independent non-executive Directors.