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## **ASIA TELEVISION HOLDINGS LIMITED**

**亞洲電視控股有限公司**

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

**(Stock Code: 707)**

### **VOLUNTARY ANNOUNCEMENT – STRATEGIC COOPERATION AGREEMENT**

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 on 23 January 2025, the Company entered into a strategic cooperation agreement (the “**Strategic Cooperation Agreement**”) with Culturecom Holdings Limited (“**Culturecom**”), where both parties will carry out extensive and in-depth cooperation. The term of this Strategic Cooperation Agreement will be one year from the date of the Strategic Cooperation Agreement.

To the best of the Directors’ knowledge, information and belief having made all reasonable enquiries, Culturecom is an independent third party independent from the Company and its connected persons (as defined under the Listing Rules).

## SUMMARY OF THE STRATEGIC COOPERATION FRAMEWORK AGREEMENT

Pursuant to the Strategic Cooperation Agreement, both parties are of the view that the strategic cooperation will effectively integrate resources, optimise the industrial structure, broaden the investment and financing channels, enhance corporate efficiency and create greater business value in tandem.

The Company will carry out comprehensive cooperation with Culturecom in the following areas:

1. The parties will have in-depth cooperation in the fields of cultural performances, programme production and culture and tourism industries, take full advantage of their respective brand value and IP resources, and promote the production and dissemination of diversified contents through cross-license;
2. Culturecom, having its abundant animation IP resources, will collaborate with the Company to revitalise “Dragon Tiger Heroes” series for the development of pop toy products. The Company will leverage its expertise and experiences in the development of pop toy products, together with the animation IP resources from Culturecom, to jointly develop pop toy products that attract consumers of all ages, so as to achieve innovative breakthrough and market expansion in the field of culture and creativity;
3. For the collaboration between Culturecom and the Company, the revitalised “Dragon Tiger Heroes” series and the ten-plus sets of film and television of which the copyrights owned by the Company will be used for producing mini dramas and short videos. Culturecom will make use of its technology and production methods, such as Dragon Code and AI, extensively and legitimately promoted in Mainland market, to produce mini dramas. The Company will make use of its abundant production experiences and extensive market pipelines to create film and television productions that have a wide impact and are highly appreciated with all kinds of efforts. Both sides will strive in tandem to develop a new type of AI communication platform to realise the vision as described in the “Hong Kong On the Move Again” (《香港再起步》) gradually; and

4. Based on the above mentioned, the parties will cooperate closely to jointly implement the film and TV projects, such as “Hong Kong Creative Dream Factory” (香港創意夢工廠), “1978 ATV Movie Town” (1978亞洲電視電影小鎮) by utilising the shooting locations of the Company as well as Chinese AI technology and computility centre of Culturecom. The parties will jointly create an ecological and open platform for the film and television cultural and creative industries by integrating the culture resources and talents from the parties, and provide a stage for cultural and creative talents to showcase their brilliance and realise their values.

## **INFORMATION OF CULTURECOM**

Culturecom is a company incorporated in Bermuda with limited liability, and its shares in issue are listed on the Main Board of the Stock Exchange of Hong Kong Limited (stock code: 343). It is principally engaged in publishing, intellectual properties licensing, retailing and wholesales, digital marketing and natural language processing.

## **REASONS AND BENEFITS FOR ENTERING INTO THE STRATEGIC FRAMEWORK AGREEMENT**

The Board is of the view that the entering into the Strategic Cooperation Agreement will further enhance the brand awareness and core competitiveness of ATV, which is expected to open up wider market space for the Company and achieve win-win development for the Company and Culturecom. The Company will keep closely monitor the development trend of the industry, fully utilise the combined benefits of the strategic cooperation, and actively expand its new business so as to create greater value for investors. Accordingly, the entering into of the Strategic Cooperation Agreement is in the interests of the Company and its shareholders as a whole.

## **GENERAL**

This Strategic Cooperation Agreement is merely an agreement of intention for the purpose of setting out the preliminary intention of cooperation between both parties for further negotiation and is not legally binding for both parties. The proposed cooperation under the framework agreement may or may not proceed; and if proceeds, the final terms of the transactions may vary from the terms in the framework agreement.

**As the strategic cooperation may or may not proceed, 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**  
**Tang Po Yi**  
*Executive Director*

Hong Kong, 23 January 2025

*As at the date of this announcement, the Board comprises Mr. Liu Minbin, Ms. Tang Po Yi, Mr. Leong Wei Ping 梁瑋珩先生\*, Ms. Zha Mengling and Mr. Li Yang 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*