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世紀娛樂國際控股有限公司

CENTURY ENTERTAINMENT INTERNATIONAL HOLDINGS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 959)

VOLUNTARY ANNOUNCEMENT – LATEST BUSINESS INFORMATION

This announcement is a voluntary announcement published by Century Entertainment International Holdings Limited (the “**Company**” together with its subsidiaries, the “**Group**”) to inform shareholders of the Company and potential investors in relation to the latest business information of the Company.

The board of directors of the Company (the “**Board**”) is pleased to announce that the Group will explore a new business line focusing on the sourcing and distribution of premium camellia seed oil. This new business line will leverage the growing demand for high-quality nutritious edible oils and favorable fiscal policies in the People’s Republic of China (the “**PRC**” or “**China**”).

Camellia Oil Industry Overview

Camellia oil, also known as camellia seed oil, is a natural and high-quality vegetable edible oil extracted from mature seeds of camellia oleifera (“**camellia**”). Camellia seed oil is golden yellow or light yellow in color, pure in quality and crystal clear with a neutral aroma. Camellia seed oil has been known as the “oil of longevity” and is widely regarded as one of the most nutritious and healthiest edible oils.

China is the largest producer of camellia oil in the world, and its production accounts for over 90% of global production. The areas suitable for growing camellia include the provinces of Hunan, Jiangxi, Fujian, Zhejiang, Hubei, Anhui, Guangxi, Guizhou, Guangdong and Sichuan. Unlike traditional agriculture, camellia oil production does not compete with food or other crops for agricultural land, providing a sustainable development model that balances environmental, economic and social benefits.

The PRC government has implemented robust policies that enhance the industry’s potential for sustainable growth, including the “Three-Year Action Plan for Accelerating Camellia Industry Development (2023-2025) (加快油茶產業發展三年行動方案(2023-2025年))” and financial incentives for demonstration projects for industry development. In 2023, various camellia oil projects were launched in China to further expand the size of the industry. Under a favorable policy environment and growing consumer demand for healthy and natural products, the camellia oil industry developed rapidly. As at the end of 2023, the annual camellia oil production in the PRC reached more than 800,000 tons, accounting for approximately 7% of the national edible vegetable oil production, making camellia oil one of the top 10 edible oils by consumption.

Strategy and Business Benefits

In view of the favorable development trend of the industry, the Group is forming strategic partnerships with leading suppliers and distributors to secure a stable supply chain and ensure market stability amid the continuous expansion of the industry. At the same time, the new business line will align with the Company’s sustainable development goals by adopting eco-friendly measures and supporting local farming communities in China. The PRC government’s policy of supporting the camellia industry aims to increase farmers’ income, promote rural revitalization, enrich food supply diversity and ensure national food and oil security. The Company expects to achieve the policy goals mentioned above through active participation in the industry and play an important role in promoting the long-term development of the industry.

The Board believes that this new business line will bring significant benefits to the Company, diversify the Group’s business, reduce its reliance on the entertainment business and better position the Group to respond effectively to the current challenging business environment. By tapping into a fast-growing market, the new business line is also expected to increase revenue streams and enhance profitability, while reinforcing the Company’s commitment to sustainable development and community development. This strategic expansion will bring significant growth opportunities for the Company while making a positive impact on the wider community.

The Company will inform shareholders of the Company and potential investors of any further developments as and when appropriate in accordance with the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

By order of the Board
Century Entertainment International Holdings Limited
Ng Man Sun
Chairman and Chief Executive Officer

Hong Kong, 21 March 2025

As at the date hereof, Mr. Ng Man Sun (Chairman and Chief Executive Officer) is the executive Director; Mr. Zeng Zhibo and Mr. Tang Ho Ka are the non-executive Directors; and Ms. Yeung Pui Han, Regina, Ms. Sie Nien Che, Celia and Mr. Yuen Sing Wai Lester are the independent non-executive Directors.