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## **B.Duck Semk Holdings International Limited**

**小黃鴨德盈控股國際有限公司**

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

**(Stock Code: 2250)**

### **CHANGE OF EXECUTIVE DIRECTOR**

The Board hereby announces that with effect from 11 July 2025:

1. Mr. Cheung Chin Yiu has resigned as an executive Director; and
2. Mr. Lyu Xingyuan, the chief investment officer of the Group, has been appointed as an executive Director.

### **CHANGE OF EXECUTIVE DIRECTOR**

The board (the “**Board**”) of directors (the “**Director(s)**”) of B.Duck Semk Holdings International Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) hereby announces that with effect from 11 July 2025:

1. Mr. Cheung Chin Yiu (“**Mr. Cheung**”) has tendered his resignation as an executive Director to devote more time to his other work commitments with the Group; and
2. Mr. Lyu Xingyuan (“**Mr. Lyu**”), the chief investment officer of the Group, has been appointed as an executive Director.

Mr. Cheung confirmed that he did not have any disagreement with the Board and that there are no other matters in respect of his resignation that need to be brought to the attention of the shareholders of the Company (the “**Shareholders**”).

The Board would like to extend its appreciation to Mr. Cheung for his valuable contributions to the Board during his tenure of office.

Biographical details of Mr. Lyu are set out below:

Mr. Lyu Xingyuan, aged 36, joined the Group in July 2022. He has served successively as investment director, general manager of the Strategic Investment Development Center, and has been the Group's chief investment officer since December 2023. Currently, Mr. Lyu serves as a director of Shenzhen Dequ Technology Co., Ltd.\* (深圳德趣科技有限公司) (a consolidated entity of the Company), a supervisor of each of B.Duck SEMK (Suzhou) Cultural Investment Co., Ltd.\* (小黃鴨德盈(蘇州)文化投資有限公司) and SEMK Cultural Innovation (Suzhou) Co., Ltd.\* (德盈文創(蘇州)有限公司) (both being subsidiaries of the Company), an executive director of B.Duck Infinity Laboratory (Shenzhen) Co., Ltd.\* (小黃鴨智玩科技(深圳)有限公司) (a subsidiary of the Company) and a director of Shenzhen Yin Cang Wa Ou Culture Technology Co., Ltd.\* (深圳隱藏哇偶文化科技有限公司).

Mr. Lyu possesses over 10 years of experience in research and investment portfolio management, corporate activities including initial public offerings and M&A transactions, as well as asset restructuring. From July 2015 to November 2020, he served at China Great Wall Securities Co., Ltd.\* (長城證券股份有限公司), holding roles of Manager and subsequently Senior Manager in the Investment Banking Department. During November 2020 to July 2022, he acted as vice president of investment at Shenzhen Great Walle Investment Corp., Ltd.\* (深圳長城匯理投資股份有限公司), and assumed the position of executive director at Century Plaza Hotel Group (formerly known as Greatwalle Inc., Stock Code: 8315) from April to July 2022.

Mr. Lyu holds a Bachelor of Science in Mathematics with Economics from University College London and a Master of Science at the University of Manchester.

Mr. Lyu has entered into a service agreement with the Company for a term of three years commencing from 11 July 2025, subject to early vacation of office with not less than three months' notice in writing served by either party on the other. He is subject to re-election at the first annual general meeting of the Company after his appointment and thereafter subject to retirement by rotation and re-election at annual general meetings of the Company pursuant to the articles of association of the Company. Mr. Lyu is entitled to receive a basic annual remuneration (exclusive of commissions or bonus) of RMB518,400 as the Group's chief investment officer, and will not receive any director's fee from the Company for acting as an executive Director.

As at the date of this announcement, Mr. Lyu is beneficially interested in (i) 250,000 shares of the Company, representing approximately 0.025% of the total issued shares of the Company, and (ii) 254,000 awarded shares granted under the Company's share award scheme adopted on 5 September 2022 and amended and supplemented by an amendment deed dated 8 September 2022.

Save as disclosed above, as at the date of this announcement, Mr. Lyu (i) has not held any directorships in other listed companies in the last three years; (ii) does not have any other major appointments and professional qualifications; (iii) does not hold any other position with the Company or other members of the Group; (iv) does not have any relationship with any Directors, senior management, substantial or controlling shareholders (as respectively defined under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”)) of the Company; and (v) does not have or is not deemed to have any other interests or short positions in the shares, underlying shares or debentures of the Company or any of its associated corporation (within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong)).

Save as disclosed above, the Company is not aware of any matters that need to be brought to the attention of the Shareholders in relation to the appointment of Mr. Lyu, and there is no other information relating to Mr. Lyu which is required to be disclosed pursuant to Rule 13.51(2)(h) to (v) of the Listing Rules.

The Board would like to express its warm welcome to Mr. Lyu for joining the Board.

On behalf of the Board  
**B.Duck Semk Holdings International Limited**  
**Hui Ha Lam**  
*Chairman of the Board and Executive Director*

Hong Kong, 11 July 2025

*As at the date of this announcement, the Board comprises Mr. Hui Ha Lam as chairman of the Board and executive Director, Mr. Kwok Chun Kit and Mr. Lyu Xingyuan as executive Directors, Mr. Liang Xingchao as non-executive Director, and Ms. Leung Ping Fun Anita, Mr. Sung Chi Keung and Prof. Chan Ka Yin Karen (JP) as independent non-executive Directors.*

*\*For identification purposes only*