THIS CIRCULAR IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION

If you are in doubt as to any aspect about this circular or as to the action to be taken, you should consult a licensed securities dealer, bank manager, solicitor, professional accountant or other professional adviser.

If you have sold or transferred all your shares in Oriental Enterprise Holdings Limited, you should at once hand this circular, together with the enclosed form of proxy, to the purchaser or transferee or to the bank, licensed securities dealer or other agent through whom the sale or transfer was effected for transmission to the purchaser or transferee.

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東方企控集團有限公司
ORIENTAL ENTERPRISE HOLDINGS LIMITED
(Incorporated in Hong Kong with limited liability)
(Stock Code: 18)

(1) PROPOSED CHANGE OF COMPANY NAME; (2) PROPOSED AMENDMENTS TO THE ARTICLES OF ASSOCIATION; AND (3) NOTICE OF EXTRAORDINARY GENERAL MEETING

A letter from the Board is set out on pages 2 to 6 of this circular. A notice convening the extraordinary general meeting (the "**EGM**") of Oriental Enterprise Holdings Limited (the "**Company**") to be held at "4th Floor, Oriental Media Centre, 23 Dai Cheong Street, Tai Po Industrial Estates, Hong Kong" on Monday, 19 January 2026 at 11:00 a.m.is set out on pages 9 to 10 of this circular.

Whether or not you are able to attend and vote at the EGM, you are requested to complete and return the accompanying form of proxy in accordance with the instructions printed thereon and deposit the same with the Company at its registered office at "Oriental Media Centre, 23 Dai Cheong Street, Tai Po Industrial Estate, Hong Kong" as soon as possible and in any event not later than 48 hours before the time appointed for the holding of the EGM or any adjournment or postponement thereof.

Completion and return of the form of proxy will not preclude you from attending and voting in person at the EGM or any adjournment or postponement thereof should you so desire.

12 December 2025

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In this circular, unless the context otherwise requires, the following expressions have the following meanings:

"Articles"	the articles of association of the Company as amended from time to time
"Board"	the board of Directors
"Change of Company Name"	change of the Company's name from "Oriental Enterprise Holdings Limited 東方企控集團有限公司" to "Oriental Media Group Limited 東方傳媒集團有限公司"
"Company"	Oriental Enterprise Holdings Limited 東方企控集團有限公司, a company incorporated in Hong Kong with limited liability, the shares of which are listed on the Stock Exchange
"Director(s)"	the director(s) of the Company
"EGM"	the extraordinary general meeting of the Company to be held at "4th Floor, Oriental Media Centre, 23 Dai Cheong Street, Tai Po Industrial Estates, Hong Kong" on Monday, 19 January 2026 at 11:00 a.m., or any adjournment or postponement thereof
"Group"	the Company and its subsidiaries
"Hong Kong"	the Hong Kong Special Administrative Region of the People's Republic of China
"Listing Rules"	the Rules Governing the Listing of Securities on the Stock Exchange
"Proposed Amendments"	the proposed amendments to the existing Articles as set out in the Appendix to this circular
"Share(s)"	ordinary share(s) of the Company
"Shareholder(s)"	holder(s) of the Share(s)
"Stock Exchange"	The Stock Exchange of Hong Kong Limited

東方企控集團有限公司
ORIENTAL ENTERPRISE HOLDINGS LIMITED
(Incorporated in Hong Kong with limited liability)
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Executive Directors:
Mr. Ching-fat MA, *BBS, Chairman*
Mr. King-ho MA, *Vice Chairman*
Mr. Shun-chuen LAM, *Chief Executive Officer*

Non-executive Director:
Mr. Dominic LAI

Independent Non-executive Directors:
Mr. Yat-fai LAM
Ms. Ching-wah YIP
Mr. Hung-kei TSANG

Registered office:
Oriental Media Centre
23 Dai Cheong Street
Tai Po Industrial Estate
Hong Kong

12 December 2025

To the Shareholders

Dear Sir or Madam,

(1) PROPOSED CHANGE OF COMPANY NAME; (2) PROPOSED AMENDMENTS TO THE ARTICLES OF ASSOCIATION; AND (3) NOTICE OF EXTRAORDINARY GENERAL MEETING

A. INTRODUCTION

Reference is made to the announcement of the Company dated 21 November 2025 in relation to the proposed Change of Company Name and the Proposed Amendments to the existing Articles.

The purposes of this circular are to provide the Shareholders with information regarding the resolutions to be proposed at the EGM relating to the proposed Change of Company Name and the Proposed Amendments to the existing Articles.

The notice of the EGM is enclosed herein as part of this circular.

B. CHANGE OF COMPANY NAME

The Board has proposed to change the name of the Company from "Oriental Enterprise Holdings Limited 東方企控集團有限公司" to "Oriental Media Group Limited 東方傳媒集團有限公司"

Conditions of the Change of Company Name

The Change of Company Name is subject to satisfaction of the following conditions:

1. the passing of a special resolution by the Shareholders at the EGM approving the Change of Company Name; and

2. the issuance of the certificate of change of name by the Registrar of Companies in Hong Kong confirming the Change of Company Name.

Subject to the satisfaction of the above conditions, the Change of Company Name will take effect from the date of issuance of the certificate of change of name by the Registrar of Companies in Hong Kong.

Reasons for the Change of Company Name

In response to the uncertain local economic outlook and the ongoing adjustments in the property market, the Group will focus its resources on its core media business to consolidate its leading market position. The Board considers that the Company's current name, "Oriental Enterprise Holdings Limited 東方企控集團有限公司", does not seem to accurately reflect the actual state of its business. It is therefore proposed that the Company's name be changed to "Oriental Media Group Limited 東方傳媒集團有限公司" to establish a clearer corporate identity and enhance its corporate image.

The Board is of the opinion that the Change of Company Name will benefit the Company's future business development and is in the best interests of the Company and the Shareholders as a whole.

Effect of the Change of Company Name

The Change of Company Name will not affect any rights of the holders of securities of the Company or the Group's daily business operation and its financial position.

Once the Change of Company Name becomes effective, any issue of share certificates of the Company thereafter will be in the new name of the Company. Subject to the confirmation by the Stock Exchange, the English and Chinese stock short names of the Company for trading in the securities of the Company on the Stock Exchange will also be changed after the new name of the Company becomes effective.

All existing share certificates of the Company in issue bearing the existing name of the Company will, upon the Change of Company Name becoming effective, continue to be evidence of title to such shares of the Company and will continue to be valid for trading, settlement, registration and delivery purposes. Accordingly, there will not be any arrangement for free exchange of the existing share certificates of the Company for new share certificates bearing the new name of the Company.

C. PROPOSED AMENDMENTS TO THE ARTICLES

In view of the proposed Change of Company Name, the Board has also proposed to amend the existing Articles to reflect the Change of Company Name by replacing all references to "Oriental Enterprise Holdings Limited 東方企控集團有限公司" in the existing Articles with "Oriental Media Group Limited 東方傳媒集團有限公司".

The details of the Proposed Amendments are set out in the Appendix to this circular. The Chinese translation of the Articles and the Proposed Amendments is for reference only and in case there are any inconsistencies between the English version and the Chinese version, the English version shall prevail.

The legal adviser to the Company as to Hong Kong laws has confirmed that the Proposed Amendments conform with the requirements of the Listing Rules and do not violate the applicable laws of Hong Kong. The Company also confirms that there is nothing unusual about the Proposed Amendments for a company listed on the Stock Exchange.

The Proposed Amendments are subject to the passing of the special resolution of the Company at the EGM and shall take effect upon the Change of Company Name becoming effective.

The Board considers that the Proposed Amendments are in the interests of the Company and the Shareholders as a whole.

D. THE EGM

The notice of EGM is set out on pages 9 to 10 of this circular. A form of proxy is enclosed for use at the EGM. Whether or not you are able to attend the meeting in person, you are requested to complete the accompanying form of proxy in accordance with the instructions printed thereon and deposit the same with the Company at its registered office at "Oriental Media Centre, 23 Dai Cheong Street, Tai Po Industrial Estate, Hong Kong" as soon as possible and in any event not later than 48 hours before the time appointed for the holding of the EGM or any adjournment or postponement thereof. Completion and return of the form of proxy shall not preclude you from attending and voting in person at the EGM or any adjournment or postponement thereof should you so desire.

In accordance with Rule 13.39(4) of the Listing Rules, all votes of the Shareholders shall be taken by poll at the EGM except where the chairman of the EGM, in good faith, decides to allow a resolution which relates purely to a procedural or administrative matter to be voted on by a show of hands.

An announcement will be made by the Company following the conclusion of the EGM to inform Shareholders of the results of the EGM.

E. CLOSURE OF REGISTER OF MEMBERS

For determining the entitlement of the Shareholders to attend and vote at the EGM, the register of members of the Company will be closed from Tuesday, 13 January 2026 to Monday, 19 January 2026, both days inclusive, during which period no transfer of Share will be registered. The record date for determining the entitlements of the Shareholders to attend and vote at the EGM is Monday, 19 January 2026. In order to qualify for attending and voting at the EGM, all completed transfers documents accompanied by the relevant share certificates must be lodged with Tricor Investor Services Limited, the Company's share registrar and transfer office, at "17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong", for registration not later than 4:30 p.m. on Monday, 12 January 2026.

F. RECOMMENDATION

The Directors consider that the resolutions proposed in the notice of EGM are all in the best interests of the Company and the Shareholders as a whole. Accordingly, the Directors recommend all Shareholders to vote in favour of all resolutions to be proposed at the EGM.

G. GENERAL

Your attention is drawn to the additional information contained in the Appendix to this circular.

The English text of this circular shall prevail over the Chinese text in case of any inconsistency.

Yours faithfully,
for and on behalf of the Board
Ching-fat MA
Chairman

The following are the Proposed Amendments to the existing Articles. Unless otherwise specified, clause, article and paragraph numbers referred to herein are clause, article and paragraph numbers of the Articles.

Article No.	Before Proposed Amendments	After Proposed Amendments
1	The name of the Company is "Oriental Enterprise Holdings Limited 東方企控集團有限公司".	The name of the Company is "~~Oriental Enterprise Holdings Limited 東方企控集團有限公司~~ Oriental Media Group Limited 東方傳媒集團有限公司".
4	The marginal notes to these Articles shall not affect the construction hereof and in the interpretation and construction of these Articles. In these Articles the words standing in the first column of the table next hereinafter contained shall bear the meanings set opposite to them respectively in the second column thereof, if not inconsistent with the subject or context:	The marginal notes to these Articles shall not affect the construction hereof and in the interpretation and construction of these Articles. In these Articles the words standing in the first column of the table next hereinafter contained shall bear the meanings set opposite to them respectively in the second column thereof, if not inconsistent with the subject or context:
	Words **Meanings**	**Words** **Meanings**
	...	...
	Company Oriental Enterprise Holdings Limited 東方企控集團有限公司.	Company ~~Oriental Enterprise Holdings Limited 東方企控集團有限公司~~ Oriental Media Group Limited 東方傳媒集團有限公司.
	...	...

75	An instrument appointing a proxy shall be in the following form, or in any other form of which the Directors shall from time to time approve or accept and the signature on such instrument need not be witnessed: **Oriental Enterprise Holdings Limited** **東方企控集團有限公司** I, [•••] of [•••] being a Member of Oriental Enterprise Holdings Limited 東方企控集團有限公司 hereby appoint ...	An instrument appointing a proxy shall be in the following form, or in any other form of which the Directors shall from time to time approve or accept and the signature on such instrument need not be witnessed: **~~Oriental Enterprise Holdings Limited~~** **~~東方企控集團有限公司~~** **Oriental Media Group Limited** **東方傳媒集團有限公司** I, [•••] of [•••] being a Member of ~~Oriental Enterprise Holdings Limited 東方企控集團有限公司~~ Oriental Media Group Limited 東方傳媒集團有限公司 hereby appoint ...
111	Any instrument appointing an alternate Director shall be left at the Office and shall, as nearly as circumstances will admit, be in the form or to the effect following: **Oriental Enterprise Holdings Limited 東方企控集團有限公司** ...	Any instrument appointing an alternate Director shall be left at the Office and shall, as nearly as circumstances will admit, be in the form or to the effect following: **~~Oriental Enterprise Holdings Limited 東方企控集團有限公司~~ Oriental Media Group Limited 東方傳媒集團有限公司** ...

東方企控集團有限公司
ORIENTAL ENTERPRISE HOLDINGS LIMITED
(Incorporated in Hong Kong with limited liability)
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NOTICE IS HEREBY GIVEN that an extraordinary general meeting (the "**EGM**") of Oriental Enterprise Holdings Limited 東方企控集團有限公司 (the "**Company**") will be held at "4th Floor, Oriental Media Centre, 23 Dai Cheong Street, Tai Po Industrial Estates, Hong Kong" on Monday, 19 January 2026 at 11:00 a.m., to consider and, if thought fit, pass the following resolutions as special resolutions of the Company:

SPECIAL RESOLUTIONS

1. "**THAT** subject to and conditional upon the approval of the Registrar of Companies in Hong Kong by way of issuing a certificate of change of name, the name of the Company be changed from "Oriental Enterprise Holdings Limited 東方企控集團有限公司" to "Oriental Media Group Limited 東方傳媒集團有限公司" with effect from the date of the certificate of change of name issued by the Registrar of Companies in Hong Kong, and that any director of the Company be and is hereby authorised to do all such acts and things and sign and execute all such documents and make all such arrangements as he/she may, in his/her absolute discretion, consider necessary or expedient for the purpose of, or in connection with, the implementation of and giving effect to the said change of name of the Company."

2. "**THAT** subject to the change of name of the Company under special resolution numbered 1 above taking effect, the proposed amendments to the existing articles of association of the Company (the "**Proposed Amendments**"), the details of which are set out in the Appendix to the circular of the Company dated 12 December 2025, be and are hereby approved, and that any director of the Company be and is hereby authorised to do all such acts and things and sign and execute all such documents and make all such arrangements that he/she may, in his/her absolute discretion, consider necessary or expedient for the purpose of, or in connection with, the implementation of and giving effect to the Proposed Amendments, including without limitation, attending to the necessary filings for and on behalf of the Company."

By order of the Board
Oriental Enterprise Holdings Limited
Ka-bong WONG
Company Secretary

Hong Kong, 12 December 2025

Notes:

1. A member of the Company entitled to attend and vote at the EGM may appoint another person as his/her/its proxy to attend and vote instead of him/her/it. A member of the Company who is the holder of two or more shares of the Company (the "**Share(s)**") may appoint more than one proxy to represent him/her/it and attend and vote on his/her/its behalf at the EGM. A proxy needs not be a member of the Company. In addition, a proxy or proxies representing either a member of the Company who is an individual or a member of the Company which is a corporation shall be entitled to exercise the same power on behalf of such member of the Company which he/she/they represent as such member of the Company could exercise.

2. In order to be valid, the instrument appointing a proxy shall be in writing under the hand of the appointor or his/her attorney duly authorised in writing or, if the appointor is a corporation, either under its seal or under the hand of an officer, attorney or other person authorised to sign the same. In the case of an instrument of proxy purporting to be signed on behalf of a corporation by an officer thereof, it shall be assumed, unless the contrary appears, that such officer was duly authorised to sign such instrument of proxy on behalf of the corporation without further evidence of the facts.

3. The register of members of the Company will be closed from Tuesday, 13 January 2026 to Monday, 19 January 2026, both days inclusive, during which period no transfer of Shares will be effected. In order to qualify for attending the EGM, all transfers documents accompanied by the relevant Share certificates must be deposited at Tricor Investor Services Limited, the Company's share registrar and transfer office, at "17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong", for registration no later than 4:30 p.m. on Monday, 12 January 2026.

4. The instrument appointing a proxy and the power of attorney or other authority (if any) under which it is signed, or a notarially certified copy of such power or authority, shall be deposited at the Company's registered office at "Oriental Media Centre, 23 Dai Cheong Street, Tai Po Industrial Estate, Hong Kong", not less than 48 hours before the time appointed for holding the EGM or any adjournment or postponement thereof.

5. Delivery of an instrument appointing a proxy will not preclude a member of the Company from attending and voting in person at the EGM and in such event, the instrument appointing a proxy shall be deemed to have been revoked.

6. Where there are joint holders of any Share, any one of such joint holders may vote, either in person or by proxy, in respect of such Share as if he/she/it were solely entitled thereto, but if more than one of such joint holders be present at the EGM, the vote of the senior who tenders a vote, whether in person or by proxy, shall be accepted to the exclusion of the votes of the other joint holders, and for this purpose, seniority shall be determined by the order in which the names stand in the register of members of the Company in respect of the joint holding.

7. In the event that a tropical cyclone warning signal no.8 (or above) or a black rainstorm warning is in effect at any time from 9:00 a.m. to 11:00 a.m. on the day of the EGM, the EGM will be automatically postponed to Tuesday, 20 January 2026 at the same time and same venue. Shareholders of the Company may call the Company's hotline at "(852) 3600 0000" to enquire about the arrangement of the EGM.