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CNCG

CHINA NATIONAL CULTURE GROUP LIMITED

中國國家文化產業集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 745)

VOLUNTARY ANNOUNCEMENT

ESTABLISHMENT OF A JOINT VENTURE WITH BINGO GROUP HOLDINGS LIMITED

The board (the “**Board**”) of directors (the “**Directors**”) of China National Culture Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) is pleased to announce that on 29 July 2026, the Company has entered into the Joint Venture Shareholder Agreement (the “**Joint Venture Agreement**”) with Bingo Group Holdings Limited (the “**Bingo**”) to establish a joint venture in Hong Kong through joint investment. Pursuant to the Joint Venture Agreement, the Company and Bingo intend to, through their respective affiliates or designated entities, to hold 60% and 40% equity interests in the joint venture, respectively. The Joint Venture Agreement merely reflects the cooperation intention between the parties, the terms of which are legally binding on the parties and they shall further negotiate and confirm the details of such cooperation after entering into the Joint Venture Agreement, including the specific investment amount and the establishment of the joint venture. After reaching consensus on the details of cooperation, the parties shall further enter into a corresponding supplemental agreement.

FURTHER INFORMATION ABOUT BINGO

Bingo is an entertainment technology company. Its principal businesses include movie production, licensing and derivatives, crossover marketing and provision of interactive contents (the “**Movie Entertainment, New Media Development and Licensing Businesses**”). In addition, Bingo is also engaged in entertainment content creation, influencer and digital artist management, new retail business, project management and others, and is committed to developing its meta-entertainment technology business landscape.

To the best of the Directors’ knowledge, information and belief, having made all reasonable enquiries, Bingo and its ultimate beneficial owners are third parties independent of the Company and its connected persons.

REASONS FOR AND BENEFITS OF THE ESTABLISHMENT OF A JOINT VENTURE

The joint venture is committed to providing next-generation AI-powered infrastructure for the digital entertainment industry, covering IP management, content compliance, intelligent settlement, and copyright enforcement.

As disclosed in the Company's circular dated 26 June 2026, the Group's principal direction of business development will be carried out within its existing film trading and production and film related services segment, through the adoption and application of AI generated content ("AIGC") technologies. In particular, the Group intends to apply AIGC tools and workflows to produce short-form series, cinematic short films and AI-generated music, and to develop related AIGC distribution and platform capabilities, all as an integral part of, and as the modernisation and upgrade of, the Group's existing film trading and production and film related services segment. The application of AIGC technologies is intended to enhance the content-creation capabilities, production efficiency and revenue potential of this existing segment.

The Directors consider that the following synergies operate within and in support of the Group's existing film trading and production and film related services segment and existing advertising segment:

- (i) Mr. Chiau Sing Chi and Mr. Wang Peng, through their publicly documented track records in audio-visual production for Greater China audiences, are expected to provide creative and editorial input for the Group's AIGC short-form series and cinematic short films;
- (ii) Bingo's IP portfolio may, on arm's length terms and subject to separate negotiation, offer reference material for AIGC adaptation in the form of short-form spin-off or derivative content; and
- (iii) Bingo's new media exploitation experience (digital licensing and online distribution) & its collaborate with Volcano Engine supports the Group's distribution learning curve for its AIGC outputs.

This collaboration represents a strategic choice based on complementary strengths and synergistic development. By leveraging each party's core resources, the two sides will work together to build a market-leading AI intellectual property management platform that sets new industry standards for digital rights monetization, compliance, and protection.

In view of the foregoing, the Board considers that entering into the Joint Venture Agreement with Bingo and the establishment of a joint venture are in the interests of the Company and its shareholders as a whole.

GENERAL

This voluntary announcement is strictly for information purposes only and not for any other purposes. This voluntary announcement does not constitute investment or financial advice, and is not a recommendation to purchase, sell or hold any securities of the Company. Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.

By order of the Board
China National Culture Group Limited
Sun Wei
Executive Director

Hong Kong, 29 July 2026

As at the date of this announcement, the Board comprises Mr. WANG Shidi, Ms. SUN Wei and Ms. MAN Qiaozhen as Executive Directors and Mr. LIU Kwong Sang, Ms. WANG Miaojun and Ms. WANG Yujie as Independent Non-Executive Directors.