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CULTURECOM HOLDINGS LIMITED

文化傳信集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 00343)

APPOINTMENT OF INDEPENDENT NON-EXECUTIVE DIRECTOR AND COMPLIANCE WITH LISTING RULES; AND CHANGE OF AUTHORISED REPRESENTATIVE

APPOINTMENT OF INDEPENDENT NON-EXECUTIVE DIRECTOR AND COMPLIANCE WITH LISTING RULES

Appointment of independent non-executive Director

The board (the "**Board**") of directors (the "**Directors**") of Culturecom Holdings Limited (the "**Company**") is pleased to announce that Ms. Sheng Haiyuan ("**Ms. Sheng**") has been appointed as an independent non-executive Director and a member of each of the audit committee of the Company and the nomination committee of the Company, all with effect from 24 August 2026.

The biographical details of Ms. Sheng are set out below:

Ms. Sheng Haiyuan, aged 40, has over 15 years of end-to-end working experience in the biomedical industry covering three major areas: research and development, industrialisation management and capital market operations. She holds a Master's degree in Microbiology from Anhui Agricultural University and has completed the EMBA programme at Jinan University. She previously worked as a research assistant at the University of Science and Technology of China. She is familiar with biochemistry and biomedical R&D workflows, and well-versed in the full-cycle development pathway of pharmaceutical products from R&D through to commercial launch.

She is currently director of the chairman's office at Hefei Tianhui Biotechnology Co., Ltd.*（合肥天匯生物科技有限公司）and general manager of Haimaitongheng (Hong Kong) Co., Ltd.*（海脈通衡（香港）有限公司）. Since 2011, she has held positions at Hefei Tianmai Biotechnology Development Co., Ltd.*（合肥天麥生物科技發展有限公司）and Hefei Tianhui Biotechnology Co., Ltd.*（合肥天匯生物科技有限公司）successively. Her professional experience spans the full spectrum of technology transfer and local implementation, production-line construction, process development and product registration for multiple biomedical products. She also has extensive experience in project financing, corporate listing exercises, commercial negotiations, business-development (BD) transactions and investor-relations management. She is committed to empowering the governance of listed companies with industrial insights, and driving the sustainable realisation of corporate strategic value within a compliance-oriented framework.

Ms. Sheng has entered into an appointment letter with the Company for a term of one year commencing from 24 August 2026. She will be entitled to a monthly remuneration of HK$20,000 as an independent non-executive Director. Each of the Company and Ms. Sheng is entitled to terminate the appointment letter at any time by giving the other party one month's notice in writing. Her appointment is subject to retirement and re-election in the annual general meetings of the Company in accordance with the Bye-laws of the Company. The remuneration in connection with Ms. Sheng's position as an independent non-executive Director was determined by the remuneration committee of the Company with reference to her duties and level of responsibilities, the remuneration policy of the Company and the prevailing market conditions.

* *For identification only*

Ms. Sheng has confirmed that (i) she is independent as regards to each of the criteria as set out in Rule 3.13(1) to (8) of the Rules (the "**Listing Rules**") Governing the Listing of Securities on the Stock Exchange; (ii) she has no past or present financial or other interest in the business of the Group or any connection with any core connected persons (as defined in the Listing Rules) of the Company; and (iii) there are no other factors that may affect her independence at the time of her appointment.

As at the date of this announcement, Ms. Sheng does not have any interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong). As at the date of this announcement, save as disclosed above, Ms. Sheng (i) did not hold any position with the Group; (ii) did not hold any other directorship in the last three years preceding the date of this announcement in public companies, the securities of which are listed on any securities market in Hong Kong or overseas; (iii) does not have any relationship with any Directors, senior management, substantial shareholders or controlling shareholders of the Company; and (iv) does not have any information to be disclosed pursuant to any of the requirements under Rule 13.51(2)(h) to (v) of the Listing Rules and there are no other matters in relation to the appointment of Ms. Sheng that need to be brought to the attention of the shareholders of the Company.

The Board would like to express its warmest welcome to Ms. Sheng for joining the Board.

Compliance with the Listing Rules

Reference is made to the announcement of the Company dated 4 June 2026 in relation to, among others, the non-compliance with Rules 3.10(1), 3.21 and 13.92 of the Listing Rules and B.3.5 of the corporate governance code set out in Appendix C1 of the Listing Rules.

Following the appointment of Ms. Sheng, the Board comprises five Directors, of which two are executive Directors and three are independent non-executive Directors. The Company complies with the requirements under Rules 3.10(1), 3.21 and 13.92 of the Listing Rules and B.3.5 of the corporate governance code set out in Appendix C1 of the Listing Rules.

CHANGE OF AUTHORISED REPRESENTATIVE

The Board hereby announces that Mr. Huang Guangyu has been as an authorised representative of the Company (the "**LR Authorised Representative**") under Rule 3.05 of the Listing rules and (ii) the authorised representative of the Company for accepting service of process and notices on behalf of the Company in Hong Kong under Part 16 of the Companies Ordinance (Chapter 622 of the Laws of Hong Kong) (the "**CO Authorised Representative**") in place of Mr. Kwan Kin Chung with effect from 24 August 2026.

By order of the Board
Culturecom Holdings Limited
Huang Guangyu
Chairman and executive Director

Hong Kong, 24 August 2026

As at the date hereof, the Board comprises of Mr. Huang Guangyu and Mr. Kwan Kin Chung (both being executive Directors); and Mr. Wong Kwan Kit, Mr. Mung Yat Lik and Ms. Sheng Haiyuan (all being independent non-executive Directors).