Values Cultural Investment Limited
新 石 文 化 投 資 有 限 公 司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1740)

APPOINTMENT OF EXECUTIVE DIRECTOR AND CO-CHIEF EXECUTIVE OFFICER

This announcement is made by Values Cultural Investment Limited ("**Company**", together with its subsidiaries as the "**Group**") pursuant to Rule 13.51(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited ("**Listing Rules**").

APPOINTMENT OF EXECUTIVE DIRECTOR AND CO-CHIEF EXECUTIVE OFFICER

The board (the "**Board**") of directors (the "**Directors**", and each, a "**Director**") of the Company is pleased to announce that Mr. MIU Kin ("**Mr. MIU**") has been appointed as executive Director and the co-chief executive officer of the Company with effect from 14 September 2026. The biographical details of Mr. MIU are set out below:

Mr. MIU Kin, aged 63, obtained a master's degree in economics from Nankai University, China in July 1991 and a doctoral degree in economics from Nankai University, China in July 2002. Mr. MIU has extensive experience in investment and business management. Mr. MIU commenced his career in September 1991 with Shenzhen Honghua Industrial Co., Ltd.*（深圳鴻華實業股份有限公司）, where he served as an assistant manager of the securities department. From October 1992 to May 1998, he served as an assistant to the general manager of Hainan Hong Kong and Macao International Trust and Investment Company Limited*（海南港澳國際信託投資有限公司）.

Since June 1998, Mr. MIU has held various directorships and senior management positions and currently holds the following positions, including serving as director of Bright Options Limited, director of Le Vin Elite Holdings (Group) Limited, director of Wine-World.com Electronic Commerce (HK) Limited, chairman of Shenzhen Zhongmin E-commerce Holdings Co., Ltd.*（深圳中民電商控股有限公司）, chairman of Shenzhen Qianhai Zhongmin E-commerce Co., Ltd.*（深圳前海中民電商有限公司）, chairman of Shenzhen Qianhai Boao E-commerce Co., Ltd.*（深圳前海博奧電子商務有限公司）, director of Le Vin Elite (Shen Zhen) E-Commerce Co., Ltd.*（拉維萊特（深圳）電商有限公司）, chairman of Zhongmin Electronic Commerce Co., Ltd.*（中民電子商務股份有限公司）, chairman of Shenzhen Zhongmin Information Technology Co., Ltd.*（深圳中民信息技術有限公司）, chairman of Shenzhen Qianhai Zhongmin Technology Co., Ltd.*（深圳前海中民科技有限公司）, chairman of Wine-World. Com Co., Ltd.*（深圳紅酒世界電商股份有限公司）, chairman of Wine-World.com Information Technology Co., Ltd.*（深圳紅酒世界信息技術有限公司）, chairman of Shenzhen Wine-World.com Supply Chain Co., Ltd.*（深圳紅酒世界供應鏈有限公司）, chairman of Shenzhen Huayi Cloud Computing Technology Co., Ltd.*（深圳華溢雲計算科技有限公司）,

director of Shenzhen Qidi Huayi Industrial Development Co. Ltd.*（深圳啓迪華溢產業發展有限公司）, chairman of Qingdao Bofen Intelligent Technology Co., Ltd.*（青島博芬智能科技股份有限公司）, director of Shenzhen Bofen Intelligent Technology Co., Ltd.*（深圳博芬智能科技有限公司）, director of Beijing Liyu Investment Co. Ltd.*（北京市利宇投資有限公司）, director of Wuhan Hehao Intelligent Technology Co., Ltd.*（武漢和昊智能科技有限公司）and director of Shenzhen Zhupin Technology Co., Ltd*（深圳築品科技有限公司）.

Mr. MIU has entered into a service agreement with the Company pursuant to which his initial term of service commences from 14 September 2026 for a term of three years, unless terminated by either party giving to the other not less than one month's notice in writing and in accordance with the terms of the service agreement and subject to the rotational retirement and re-election requirements at the general meetings of the Company pursuant to the articles of association of the Company (the "**Articles**"), or earlier determination in accordance with the Articles and/or any applicable laws and regulations. Pursuant to the service agreement, Mr. MIU's appointment as co-chief executive officer commences from 14 September 2026 for a term of three years, unless terminated by either party giving to the other not less than one month's notice in writing and in accordance with the terms of the service agreement. Mr. MIU will not receive any director's fee or chief executive officer's fee. Mr. MIU also serves as a director and the general manager of Shenzhen Xinshixin Intelligent Technology Co., Ltd.*（深圳新石芯智能科技有限公司）, an indirect non-wholly owned subsidiary of the Company.

Save as disclosed above, Mr. MIU confirmed that he (i) has not held any directorship in any public companies the securities of which are listed on any securities market in Hong Kong or overseas in the past three years preceding the date of this announcement; (ii) does not hold any other position with the Company and other members of the Group or possess any other major appointments or professional qualifications; (iii) does not have any relationship with any Director, senior management or substantial or controlling shareholders (as defined in the Listing Rules) of the Company; and (iv) does not have any interest in the shares or underlying 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, there is no other information relating to Mr. MIU's appointment which is required to be disclosed pursuant to Rules 13.51(2)(h) to (v) of the Listing Rules, and there are no other matters that need to be brought to the attention of the shareholders of the Company in relation to his appointment.

The Board would like to extend its warm welcome to Mr. MIU for joining the Board.

Following the above changes, Ms. CAI Xiaoxin, the current chief executive officer of the Company, will act as a co-chief executive officer of the Company with Mr. MIU with effect from 14 September 2026.

By order of the Board
Values Cultural Investment Limited
Liu Naiyue
Chairman and executive Director

Hong Kong, 14 September 2026

As at the date of this announcement and immediately following the abovementioned appointment, the Board comprises Mr. Liu Naiyue, Ms. Cai Xiaoxin, Mr. Miu Kin, Ms. Liu Peiyao and Ms. Li Fang as executive Directors; Mr. Shao Hui as non-executive Director; Mr. Xian Guoming, Mr. Xu Zongzheng, Mr. Zhong Mingshan and Ms. Liu Jingping as independent non-executive Directors.

* *The English translations of terms or names in Chinese which are marked with "*" are for identification purpose only.*