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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)

VOLUNTARY ANNOUNCEMENT – LATEST BUSINESS DEVELOPMENT

Values Cultural Investment Limited (the "**Company**" and, together with its subsidiaries, the "**Group**") makes this voluntary announcement to update its shareholders and potential investors on the Group's latest business development.

INTRODUCTION

The board (the "**Board**") of directors (the "**Directors**") of the Company is pleased to announce that Shenzhen Longsys Electronics Co., Ltd.（深圳市江波龍電子股份有限公司）("**Longsys**"), a company listed on the Shenzhen Stock Exchange and The Stock Exchange of Hong Kong Limited, has appointed a subsidiary of the Company as a non-exclusive authorised dealer in China for Longsys's FORESEE-branded semiconductor memory and storage products. The authorisation is valid from 1 November 2026 to 31 October 2027 and covers sales to customers approved by Longsys.

The Group's principal businesses remain licensing of broadcasting rights of TV series and web series, investing in TV series and web series projects, acting as a distribution agent of TV series, and providing performance services. The sale of semiconductor memory and storage products (the "**New Business**") will form an additional business segment and will operate alongside the Group's existing businesses.

REASONS FOR AND BENEFITS OF THE NEW BUSINESS

After careful consideration, the Board believes that there is long-term demand for semiconductor chips and that the industry offers commercial opportunities. Through the New Business, the Group aims to diversify its business portfolio, broaden its revenue streams, pursue opportunities in the semiconductor industry and explore new sources of profit growth.

There is no guarantee that the Group will successfully launch the New Business or that the New Business will generate revenue or achieve profitability. Shareholders and potential investors are advised to exercise caution when dealing in the Company's shares.

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

Hong Kong, 23 November 2026

As at the date of this announcement, 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.