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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)

(1) APPOINTMENT OF EXECUTIVE DIRECTOR AND CHIEF EXECUTIVE OFFICER

(2) APPOINTMENT OF INDEPENDENT NON-EXECUTIVE DIRECTOR AND

(3) CHANGE OF COMPOSITION OF AUDIT COMMITTEE

The board (the “**Board**”) of directors (the “**Directors**”) of Culturecom Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) wishes to announce that with effect from 3 July 2018: and

- (1) Mr. Huang Mingguo (“**Mr. Huang**”) will be appointed as an executive Director and Chief Executive Officer of the Company; and
- (2) Mr. Wong Kwan Kit (“**Mr. Wong**”), will be appointed as an independent non-executive Director and a member of the Audit Committee of the Company.

Mr. Huang Mingguo

Details of Mr. Huang, as required under Rule 13.51(2) of the Rules (the “**Listing Rules**”) Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”), are set out below:

Mr. Huang, aged 46, holds a Bachelor Degree in Chemistry from Peking University and a Certificate of Advanced Management Program in Harvard Business School. Mr. Huang was the project manager of market research division in P&G, China. He has also set up and operated numerous companies which were engaged in advertising media, market research, capital management and investment business. In 2010, he was appointed as the Chairman of Panmedia Institute which is the first non-

profit making think tank in China establish to undertake the development and study of media knowledge and management. In 2011 to 2014, he served as an executive Chairman and Chief Executive Officer of Shanghai Midas Media Limited. In August 2015, Mr. Huang set up the venture fund – 珠海中觀乾明壹期創業投資企業(有限合伙) investing in new business startups. Mr. Huang has equity interest in 珠海市中觀乾明投資管理有限公司, of which is a general partner of 珠海中觀乾明壹期創業投資企業(有限合伙). Mr. Huang is also a limited partner of 珠海中觀乾明壹期創業投資企業(有限合伙) which holds a 6.75% equity interest in 北京易奇門科技有限公司, a non wholly owned subsidiary of the Company. Mr. Huang is the legal representative and a director of 北京易奇門科技有限公司. Please refer to the announcement of the Company dated 28 March 2018 for further details of 北京易奇門科技有限公司.

As at the date of this announcement, save as disclosed herein, Mr. Huang has not held other directorships in the last three years in public companies, the securities of which are listed on any securities market in Hong Kong or overseas.

Mr. Huang is appointed as an executive Director and Chief Executive Officer for a term of three years commencing on 3 July 2018 which is terminable by either party giving to the other not less than two months' prior notice in writing. He is also subject to retirement and re-election in general meetings of the Company in accordance with the Company's bye-laws.

Other than the relationship arising from Mr. Huang being an executive Director and Chief Executive Officer, Mr. Huang does not have any relationship with any Directors, senior management, substantial shareholders or controlling shareholders of the Company.

As at the date of this announcement, save as disclosed above, Mr. Huang does not hold other positions within the Group other than being an executive Director and Chief Executive Officer.

As at the date of this announcement, Mr. Huang is interested in a total of 14,960,000 shares of the Company, representing approximately 1.08% of the issued share capital of the Company. Save as disclosed above, as at the date of this announcement, Mr. Huang does not have other interests in securities of the Company and its associated corporations within the meaning of Part XV of the Securities and Futures Ordinance.

Director fee of Mr. Huang will be determined by the remuneration committee of the Company with reference to the remuneration policy of the Company and having given consideration to the level of responsibility, experience and abilities required of Mr. Huang and the remuneration offered for similar position in comparable companies. The actual amount of director's fee payable by the Company to Mr. Huang for the financial year ending 31 March 2019 would be disclosed in the Company's next annual report.

Except as disclosed above, there is no other information of Mr. Huang to be disclosed pursuant to any of the requirements under Rules 13.51(2) (h) to 13.51(2) (v) of the Listing Rules; and there are no other matters relating to the appointment of Mr. Huang that need to be brought to the attention of the shareholders of the Company and/or the Stock Exchange.

Mr. Wong Kwan Kit

Details of Mr. Wong, as required under Rule 13.51(2) of the Listing Rules, are set out below:

Mr. Wong, aged 47, holds a Master of Business Administration Degree from the Chinese University of Hong Kong. Mr. Wong is a fellow member of the Hong Kong Institute of Certified Public Accountants. He has extensive experience in accounting and financial management.

As at the date of this announcement, Mr. Wong has not held other directorships in the last three years in public companies, the securities of which are listed on any securities market in Hong Kong or overseas.

There is no service contract between the Company and Mr. Wong and he is not appointed for a specific term and is subject to retirement by rotation and re-election in accordance with the Bye-laws of the Company.

Other than the relationship arising from Mr. Wong being an independent non-executive Director and a member of the Audit Committee of the Company. Mr. Wong does not have any relationship with any Directors, senior management, substantial shareholders or controlling shareholders of the Company.

As at the date of this announcement, Mr. Wong does not hold other positions within the Group other than being an independent non-executive Director and a member of the Audit Committee of the Company.

As at the date of this announcement, Mr. Wong does not have any interests in securities of the Company and its associated corporations within the meaning of Part XV of the Securities and Futures Ordinance.

Director fee of Mr. Wong will be determined by the remuneration committee of the Company with reference to the remuneration policy of the Company and having given consideration to the level of responsibility, experience and abilities required of Mr. Wong and the remuneration offered for similar position in comparable companies. The actual amount of director's fee payable by the Company to Mr. Wong for the financial year ending 31 March 2019 would be disclosed in the Company's next annual report.

Except as disclosed above, there is no other information of Mr. Wong to be disclosed pursuant to any of the requirements under Rules 13.51(2) (h) to 13.51(2) (v) of the Listing Rules; and there are no other matters relating to the appointment of Mr. Wong that need to be brought to the attention of the shareholders of the Company and/or the Stock Exchange.

Following the appointment of Mr. Wong, the Company is now in full compliance with the requirements of number of members of Audit Committee pursuant to Rule 3.21 of the Listing Rules.

The Board would like to extend its warmest welcome to Mr. Huang and Mr. Wong for joining the Board.

By order of the Board
Culturecom Holdings Limited
Kwan Kin Chung
Managing Director

Hong Kong, 29 June 2018

As at the date hereof, the Board comprises of Ms. Chow Lai Wah Livia (being the Vice Chairman and executive Director); Mr. Kwan Kin Chung, Mr. Yuen Kin and Mr. Tang Kwing Chuen Kenneth (all being executive Directors); and Mr. Fan Chun Wah Andrew, Mr. Lai Qiang and Ms. Ng Ying (all being independent non-executive Directors).

** for identification purpose only*