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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 EXECUTIVE DIRECTOR AND COMPLIANCE WITH RULE 3.21 OF THE LISTING RULES

APPOINTMENT OF EXECUTIVE DIRECTOR

The board (the “**Board**”) of directors (the “**Directors**”) of Culturecom Holdings Limited (the “**Company**”) is pleased to announce that Mr. Lee Simpson (“**Mr. Lee**”) has been appointed as an 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 26 March 2026.

The biographical details of Mr. Lee are set out below:

Mr. Lee Simpson, aged 34, holds a Bachelor of Business Administration from The Chinese University of Hong Kong and a Master of Business Administration from the University of Manchester.

Mr. Lee has experience in management consulting and investment, with exposure to capital allocation, business evaluation and strategic planning across different industries. He began his career at Chappuis Halder & Co (now part of Capgemini), where he was involved in consulting projects for financial institutions. He subsequently joined Accenture Company Limited as a management consultant, where he participated in projects relating to business strategy, operational improvement and digital transformation.

Mr. Lee is currently a director of Harvest Smart Overseas Limited, a private investment company, where he is involved in investment evaluation, business analysis, strategic planning and capital allocation across different industries, with exposure to both private and public markets. During his tenure, he was involved in the adoption of AI-assisted workflows to enhance research, analysis and internal processes, and has developed perspectives on the application of technology in the evolution of content and intellectual property-driven business models.

Mr. Lee is also a director of Chu Bong Foo Culture Foundation Hong Kong Limited, a charitable organisation in Hong Kong, where he participates in initiatives relating to cultural preservation, education and the development of cultural and literary intellectual property, including the exploration of technology-enabled approaches to enhance accessibility and engagement.

Mr. Lee has entered into an employment contract with the Company for a term of three years commencing from 26 March 2026. He will be entitled to a monthly remuneration of HK\$40,000 as an executive Director and a director's fee of HK\$10,000 per month. Each of the Company and Mr. Lee is entitled to terminate the employment contract at any time by giving the other party two months' notice in writing. His 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 Mr. Lee's position as an executive Director was determined by the remuneration committee of the Company with reference to his duties and level of responsibilities, the remuneration policy of the Company and the prevailing market conditions.

Mr. Lee is the son of Mr. Dizon Basilio and Ms. Chow Lai Wah Livia, substantial shareholders of the Company. As at the date of this announcement, Mr. Lee personally holds 74,205,000 shares of the Company, representing 4.45% of the issued share capital of the Company.

Save as disclosed, Mr. Lee does not have any interests in the securities 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, Mr. Lee (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 Rules (the “**Listing Rules**”) Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and there are no other matters in relation to the appointment of Mr. Lee that need to be brought to the attention of the shareholders of the Company.

After considering Mr. Lee’s experience across management consulting, investment and non-profit governance, the Board considers that Mr. Lee will provide a combination of strategic, operational and governance perspectives relevant to the Company’s business and enhance its ongoing development.

The Board would like to express its warmest welcome to Mr. Lee for joining the Board.

COMPLIANCE WITH RULE 3.21 OF THE LISTING RULES

Reference was made to the announcement of the Company dated 25 February 2026 in relation to, inter alia, the resignation of an independent non-executive Director and non-compliance with the Listing Rules. Following the appointment of Mr. Lee as a member of audit committee of the Company, the Company has complied with the requirement of the audit committee to have a minimum of three members under Rule 3.21 of the Listing Rules.

By order of the Board
CULTURECOM HOLDINGS LIMITED
Kwan Kin Chung
Managing Director

Hong Kong, 26 March 2026

As at the date hereof, the Board comprises of Mr. Kwan Kin Chung, Mr. Fung Ting Ho and Mr. Lee Simpson (all being executive Directors); Mr. Wong Kon Man Jason (being Chairman and non-executive Director); and Mr. Wong Kwan Kit and Mr. Mung Yat Lik (both being independent non-executive Directors).

* *for identification purpose only*