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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)**

### **ANNOUNCEMENT**

References are made to the announcements of the Company dated 2 June 2021, 26 August 2021, 29 October 2021, 29 December 2021, 28 February 2022, 29 April 2022, 27 June 2022, 29 September 2022, 25 November 2022, 30 January 2023, 28 April 2023, 31 July 2023, 28 September 2023, 30 November 2023, 31 January 2024, 28 March 2024 and 31 May 2024 respectively (collectively the “**Announcements**”), in relation to, among others, the Proposed Acquisition of the Sale Capital by the Purchaser. Unless the context requires otherwise, capitalised terms used herein shall bear the same meanings as defined in the Announcements.

As disclosed in the Announcements, if the conditions of the Agreement have not been fulfilled (or waived by the Purchaser as the case may be) on or before 31 July 2024 (the “**Long Stop Date**”), or such later date as the Vendors and the Purchaser may agree, the Agreement shall cease and terminate and neither party to the Agreement shall have any obligations and liabilities towards each other thereunder save for any antecedent breaches of the terms thereof.

As additional time is required to fulfill the conditions of the Agreement, on 29 July 2024, after arm’s length negotiations, the Vendors and the Purchaser enter into an extension letter to extend the Long Stop Date to 30 September 2024 or such later date as the Vendors and the Purchaser may agree. Save for the extension of the Long Stop Date, all other terms and conditions of the Agreement remain unchanged.

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

Hong Kong, 29 July 2024

*As at the date hereof, the Board comprises of Mr. Kwan Kin Chung (being Executive Director); Mr. Wong Kon Man Jason (being Chairman and Non-executive Director) and Dr. Liu Ka Ying Rebecca (being Vice Chairman and Non-executive Director); and Mr. Wong Kwan Kit and Mr. Mung Yat Lik (all being Independent Non-executive Directors).*

\* *for identification purpose only*