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Sunny Side Up Culture Holdings Limited

光尚文化控股有限公司

(formerly known as "Yeah Yeah Group Holdings Limited")

(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)

(Stock Code: 8082)

NOTICE OF BOARD MEETING

The board of directors (the "Board") of Sunny Side Up Culture Holdings Limited (the "Company") hereby announces that a meeting of the Board will be held at 15th Floor, Fun Tower, 35 Hung To Road, Kwun Tong, Kowloon, Hong Kong on Monday, 14 August 2023 for the following purposes:-

1. To consider and approve the unaudited consolidated financial statements of the Company and its subsidiaries (the "Group") for the six months ended 30 June 2023;
2. To consider and approve the announcement of the interim results of the Group to be published on the GEM website and Company's website;
3. To consider the payment of a dividend, if any;
4. To consider closure of the Register of Members, if necessary; and
5. To transact any other business.

By order of the board
Sunny Side Up Culture Holdings Limited
Dong Choi Chi, Alex
Chairman and executive Director

Hong Kong, 2 August 2023

As at the date of this announcement, the Board comprises two executive Directors, namely Mr. Dong Choi Chi, Alex (the chairman) and Mr. Chong Cho Lam (the chief executive officer), and three independent non-executive Directors, namely Mr. Chan Wai Man, Dr. Ip Wai Hung and Mr. Siu Hi Lam, Alick.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors having made all reasonable enquiries, confirm that, to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the “Latest Listed Company Information” page of the website of the Stock Exchange at www.hkexnews.hk for at least 7 days from the day of its publication and on the website of the Company at www.8082.com.hk.