Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

ACT:VAT:ON GROUP 艾德韦宣 Activation Group Holdings Limited 艾德韋宣集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 9919)

DATE OF BOARD MEETING

The board (the "**Board**") of directors (the "**Directors**") of Activation Group Holdings Limited (the "**Company**") hereby announces that a meeting of the Board will be held on Thursday, 15 August 2024, for the purposes of, among other matters, considering and approving the interim results of the Company and its subsidiaries for the six months ended 30 June 2024 and its publication and considering the payment of an interim dividend, if any.

By order of the Board Activation Group Holdings Limited Lau Kam Yiu and Ng Bo Sing Joint-Chairmen

Hong Kong, 5 August 2024

As at the date of this announcement, the Board comprises four executive Directors, namely, Mr. Lau Kam Yiu, Mr. Ng Bo Sing, Mr. Chan Wai Bun and Ms. Low Wei Mun and three independent nonexecutive Directors, namely, Ms. Cheung Siu Wan, Mr. Yu Longjun and Dr. Cheung Wah Keung.