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**China Bright Culture Group**  
**煜盛文化集團\***

*(Incorporated in the Cayman Islands with limited liability)*  
**(Stock Code: 1859)**

**VOLUNTARY ANNOUNCEMENT**  
**BUSINESS UPDATE**

This announcement is made by China Bright Culture Group (the “**Company**”, and together with its subsidiaries, the “**Group**”) on a voluntary basis to keep the shareholders of the Company and potential investors informed of the latest business developments of the Group.

The board (the “**Board**”) of directors of the Company (the “**Directors**”) is pleased to announce that on 9 December 2024, Beijing Yudong Culture Co., Ltd.\* (北京煜動文化有限公司), a PRC operating entity of the Group (“**Beijing Yudong**”), has entered into an investment agreement with an independent third party (the “**Platform Entity**”), pursuant to which Beijing Yudong shall invest in a movie of the Platform Entity (the “**Movie**”). Beijing Yudong would be one of the investors and co-producers of the Movie. The Movie will also be invested and produced by a Chinese Central State-owned enterprise and is authorised by the news office of the Supreme People’s Procuratorate of the People’s Republic of China (the “**PRC**”). The Movie is about the concerted efforts of the PRC and Macau authorities in combating cross-border financial crime and is expected to be aired in or around October 2025.

The Group is an original video content service provider and is principally engaged in the video content operation. This movie production and investment opportunity aligns with the Group’s strategy to strengthen brand influence in the industry. The Movie is expected to possess substantial market potential. The Company is confident to invest in a high-quality film and create greater value for its shareholders.

The Platform Entity is the platform entity of a PRC enterprise that is principally engaged in performance and theatre management, specialising in the film and television industry.

## **CONTINUED SUSPENSION OF TRADING**

Trading in the shares of the Company on the Stock Exchange has been suspended with effect from 9:00 a.m. on 31 March 2023 and will remain suspended until further notice.

**Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.**

By Order of the Board  
**China Bright Culture Group**  
**SU Lei**  
*Chairman*

Hong Kong, 9 December 2024

*As at the date of this announcement, the executive Directors are Mr. SU Lei, Mr. MA Hongsen, Mr. HAN Hao and Mr. SHAN Yiqi, the non-executive Director is Ms. WU Yaping, and the independent non-executive Directors are Mr. TO Siu Lun, Mr. TSUI Wing Tak and Mr. HUI Chun Tak.*

\* *For identification purpose only*