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歡喜傳媒集團有限公司*
HUANXI MEDIA GROUP LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 1003)

VOLUNTARY ANNOUNCEMENT
BUSINESS UPDATES ON DEVELOPMENT OF
THE ONLINE VIDEO PLATFORM OF “HUANXI.COM”

This is a voluntary announcement made by Huanxi Media Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) to provide shareholders and potential investors with business updates on the development of the Group’s online video platform of “huanxi.com” (歡喜首映).

Cooperation with Hisense TV (海信電視), Skyworth TV (創維電視), TCL TV (TCL電視) and Xgimi Projector (極米投影儀)

The Company announces that, the Group has entered into cooperation agreements with each of Juhaokan Technology (聚好看科技) of Hisense TV, Coocaa (酷開網絡) of Skyworth TV, Falcon Technology (雷鳥科技) of TCL TV and Xgimi Technology (極米科技), and officially launched the online video business cooperation to set up designated zones for “huanxi.com” on each of the above TV terminals and platforms. Pursuant to the agreements, “huanxi.com” covers the terminals of Hisense TV, Skyworth TV, TCL TV and Xgimi Projector. Selected quality videos on the mobile application (APP) of “huanxi.com” will be broadcast in the designated zones, and revenue from fee-paying subscribers generated from the designated zones will be shared between the Group and the respective contracting parties.

Blockbusters of “huanxi.com”, including *One Second* (一秒鐘), *Leap* (奪冠), *Run for Young* (風犬少年的天空) and *Sheep without a Shepherd* (誤殺), have already been released for audiences to enjoy on big screens.

* For identification purpose only

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

By Order of the Board
Huanxi Media Group Limited
Xiang Shaokun, Steven
Executive Director and Chief Executive Officer

Hong Kong, 7 January 2021

As at the date of this announcement, the Board comprises Mr. Dong Ping (Chairman) and Mr. Xiang Shaokun, Steven (Chief Executive Officer) as executive Directors, Mr. Ning Hao, Mr. Xu Zheng and Ms. Li Ni as non-executive Directors, and Mr. Wong Tak Chuen, Mr. Li Xiaolong and Mr. Wang Hong as independent non-executive Directors.