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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).

The Company announced that the Group’s online video platform “huanxi.com” has successfully launched applets (小程序), and that such applets have been connected to Kuaishou (快手), Douyin (抖音), WeChat (微信) and Baidu (百度), which are the four major platforms with the heaviest internet traffic rates in China.

“huanxi.com” has been fully connected to and registered on the above-mentioned acquaintance social apps, video social apps and search engines, all of which currently attract a large number of users in China, thus allowing users to enjoy various online video services of “huanxi.com” with quick access to the interface of “huanxi.com” applets by searching “huanxi.com” or relevant film titles on these platforms, and directly complete the processes of registration, payment and view. Such applets enable “huanxi.com” to turn the active users on these platforms into its users.

The launch of “huanxi.com” applets will bring users with faster, more convenient and seamless viewing experience, while diversifying the revenue sources for contents on “huanxi.com” platform.

* 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, 25 May 2021

As at the date of this announcement, the board of directors of the Company 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.