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LUK HING ENTERTAINMENT GROUP HOLDINGS LIMITED

陸慶娛樂集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 8052)

VOLUNTARY ANNOUNCEMENT

EXCLUSIVE MASTER FRANCHISING AGREEMENT IN RELATION TO MONKEY MUSEUM ENTERTAINMENT BUSINESS

This announcement is made by Luk Hing Entertainment Group Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis for the purpose of keeping the Shareholders and potential investors informed of the latest business development of the Group.

The board of directors of the Company (the “**Board**”) is pleased to announce that the Group has entered into an exclusive master franchising agreement (“**Master Franchising Agreement**”) with Yuri Holdings Co., Ltd. for an initial term of ten years in respect of the franchising of the monkey museum entertainment business in the People’s Republic of China (including Hong Kong and Macau) (the “**PRC**”). Pursuant to the Master Franchising Agreement, the Group will be responsible for identifying and recruiting suitable sub-franchisees for the operation of monkey museum bar, lounge and night club in the PRC and will receive a portion of the franchising fee in return for its services.

According to Yuri Holdings Co., Ltd., monkey museum is a high-end social and entertainment business which was founded in Korea in 2016 by Lee Seunghyun (stage name: Seungri) (“**Mr. Lee**”). Mr. Lee is an internationally renowned artist and singer and a member of one of South Korea’s top idol groups. Mr. Lee is also our cornerstone investor for the listing of our shares on the Growth Enterprise Market of the Stock Exchange. We have engaged Mr. Lee to perform in our Club Cubic in October 2015 and November 2016 and we may continue to engage Mr. Lee to perform in our Club Cubic in the future.

The Board expects that the transactions under the Master Franchising Agreement will further diversify the Group's business and source of revenue. The Board is of the view that the entering into of the Master Franchising Agreement is in line with our business strategy to expand our operations in regions other than Macau.

By order of the Board of
Luk Hing Entertainment Group Holdings Limited
Choi Yiu Ying
Chairman and Executive Director

Hong Kong, 28 December 2016

As at the date of this announcement, the executive Directors are Mr. Choi Yiu Ying, Mr. Choi Siu Kit and Mr. Yeung Chi Shing; the non-executive Directors are Mr. Au Wai Pong Eric, Mr. Au Ion Weng and Ms. Poon Kam Yee Odilia; and the independent non-executive Directors are Mr. Lam Wai Chin Raymond, Mr. Chan Ting Bond Michael and Mr. Tse Kar Ho Simon.

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 Company Announcements" page of the GEM website at www.hkgem.com for 7 days from the date of its posting and be posted on the website of the Company at <http://www.lukhing.com>.