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China Beidahuang Industry Group Holdings Limited

中國北大荒產業集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 00039)

VOLUNTARY ANNOUNCEMENT

This announcement is made by China Beidahuang Industry Group Holdings Limited (the “Company”, together with its subsidiaries, the “Group”) on a voluntary basis.

The board of directors (the “Board”) of the Company is pleased to announce that on 20 March 2018, the Company entered into a brand culture services strategic cooperation agreement (the “Strategic Cooperation Agreement”) with HongKong Jiutu Cultural Development Co., Limited (the “Strategic Cooperation Partner”), pursuant to which the parties thereto shall form cooperation for a term of four years commencing from 20 March 2018 to carry out brand culture promotion for the Group that will bring the Group with beneficial results for its business promotion by means of establishing corporate and product images, creating the own value of the brand, enhancing the popularity of the brand, increasing the added value of the brand and promoting the commercial sales activities of the Group.

According to the Strategic Cooperation Agreement, the Group shall provide the Strategic Cooperation Partner with relevant information and the Strategic Cooperation Partner shall provide the following services in a timely manner based on the Group’s needs and the information provided:

1. Corporate planning, strategy and creation for corporate brand culture;
2. Implementation of market research, integration and communication for corporate brand culture;

3. Planning and implementation of activities, including design, advertising, promotion and public relations in respect of corporate promotional materials;
4. Analysis and formulation of various media plans, media advisory and allocation recommendations; and
5. Consultation and support services for marketing strategy and brand management technique.

The Board is of the view that the Strategic Cooperation Agreement facilitates to demonstrate the unique corporate image of the Group and thereby enhance its market competitiveness and reputation, which will be beneficial to the long-term development of the business of the Group.

By Order of the Board
China Beidahuang Industry Group Holdings Limited
Jiang Jianjun
Chairman

Hong Kong, 20 March 2018

As at the date of this announcement, the Executive Directors are Mr. Jiang Jianjun, Mr. Ke Xionghan, Mr. Zeng Fanxiong and Mr. Huang Wuguang; the Non-executive Directors are Ms. Ho Wing Yan and Ms. Zhang Yujie; and the Independent Non-executive Directors are Dr. Loke Yu alias Loke Hoi Lam, Mr. Li Xiaofeng and Mr. Ho Man Fai.