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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).

**Cooperating with Huawei Video and Xiaomi Video comprehensively by setting up a content zone for “huanxi.com” in Huawei TVs, Huawei smartphones and Mi TVs, Xiaomi smartphones**

The Company announces that its “huanxi.com” has entered into a strategic cooperation agreement with Huawei and a cooperation agreement with Xiaomi respectively and formally effected the cooperation in respect of the video broadcasting business. Pursuant to the agreements, a designated zone for “huanxi.com” has been set up in Huawei TVs, Huawei smartphones and Mi TVs, Xiaomi smartphones. Some blockbusters of “huanxi.com”, including *Leap* (奪冠), *Run for Young* (風犬少年的天空) and *Sheep without a Shepherd* (誤殺), have been released in this zone and premium contents, including *One Second* (一秒鐘), a popular film directed by Zhang Yimou, will be broadcasted in this zone for paid viewing and the parties will share the revenue generated from fee-paying subscribers.

\* *For identification purposes 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, 11 December 2020

*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.*