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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  
IN RELATION TO THE STRATEGIC COOPERATION WITH  
MIGU OF CHINA MOBILE**

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 film and TV business.

The Company announced that, on 28 September 2021, the Group and MIGU Co., Ltd. (“**MIGU**”), a wholly-owned subsidiary of China Mobile Communications Group Co., Ltd. (“**China Mobile**”), successfully held a strategic cooperation press conference with the theme “5G Enables Future Viewing on the Same Screen” (5G觀影、未來同屏) in Beijing, the two parties entered into a cooperation agreement to collaborate on several areas including (i) a number of jointly invested films; (ii) “huanxi.com” (歡喜首映) will set up the “Huanxi Theater” (歡喜首映廳) designated zone on China Mobile’s MIGU big screen terminal “On-demand digital cinema” (點播數字院線) and small screen terminal “MIGU Video APP”; and (iii) the two parties will work closely to jointly invest in more quality film and TV contents, with Leaping Over The Dragon Gate (龍門相), a film produced by Gao Qunshu and the first film jointly presented by the two parties, to be broadcasted exclusively both on “huanxi.com” and “Huanxi Theater” designated zone on China Mobile 5G FUN Theater (5G FUN映廳) on 30 September 2021.

Previously, “huanxi.com” has reached cooperation with leading internet platforms such as Bilibili, Mango TV and Maoyan Entertainment to attract internet traffic. Furthermore, in terms of hardware terminals, “huanxi.com” APP has reached a majority of domestic big screen terminal users through cooperation with mainstream big screen terminal channels, including Huawei Video, Mi Video, Hisense TV, Skyworth TV, TCL TV, LeTV Super TV and Xgimi Projector. In addition, the “huanxi.com” applet (小程式) has previously 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. The above-mentioned acquaintance social apps, video social apps and search engines currently attract a large number of users in China, and the applet therefore can bring users faster, more convenient and seamless viewing experience.

The cooperation between the Group and MIGU of China Mobile, which is backed by 160 million (160,000,000) users of China Mobile Mobaihe (魔百和) and the empowerment of 5G technology, is expected to help build a large digital cinema, facilitate traffic sharing with “huanxi.com” and extend user coverage in multiple areas, thereby promoting quality contents from “huanxi.com” to wider audiences, which is believed to drive the significant growth in the number of users of “huanxi.com” APP and to accelerate the realization of the value of “huanxi.com” platform.

\* 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, 28 September 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.*