

【RELEASE】



Popular TV Drama *Bodyguard* to Be Released in China on Huanxi.com

(Hong Kong, 7 May 2019) – **Huanxi Media Group Limited** (the “Company”, together with its subsidiaries, “Huanxi Media” or the “Group”; stock code: 1003), will be releasing internationally acclaimed, award-winning six-episode drama series *Bodyguard* exclusively in China on its streaming service platform huanxi.com later this year.



Huanxi Media has signed an agreement with one of the world’s leading international distribution companies ITV Studios Global Entertainment, to acquire the exclusive rights for *Bodyguard* and other TV drama series for the Mainland China market. The curated streaming service huanxi.com presents viewers with quality films and TV drama series made domestically and abroad.

Bodyguard was the most watched BBC drama series in the past decade, with the finale drawing over 17 million viewers on BBC One in the UK. It was nominated for Best Television Series – Drama category at the 76th Annual Golden Globe Awards, and Richard Madden won the Best Performance by an Actor in a Television Series – Drama award for his part in the series. *Bodyguard*, written by Jed Mercurio and produced by World Productions, an ITV Studios company, tells the story of David Budd (Madden, actor in *Game of Thrones*), a heroic but volatile war veteran who, when assigned to protect the ambitious and powerful Home Secretary Julia Montague (Keeley Hawes, *Line of Duty*, *The Durrells*, *The Missing*), finds himself torn between his duty and his values.

Huanxi Media is a major player in the China market in the areas of content-based investment, production and distribution. By purchasing the rights to *Bodyguard* in mainland China, Huanxi Media has provided an official channel for the TV drama series to reach the mainland audience.

Under the leadership of senior film producers Mr. Dong Ping and Mr. Steven Xiang, Huanxi Media has formed partnership with many of China's most celebrated directors, including, among others, Mr. Ning Hao, Mr. Xu Zheng, Mr. Chan Ho Sun Peter, Mr. Wong Kar Wai, Mr. Zhang Yibai, Mr. Gu Changwei and Mr. Zhang Yimou. In 2018, Huanxi Media officially launched huanxi.com, an OTT platform featuring exclusive contents, thus further promoting its vertical integration.

In 2018, Huanxi Media secured exclusive rights to more than 30 quality overseas movies and TV series and has been releasing them exclusively on huanxi.com. They included *At Eternity's Gate*, which was nominated for the Golden Lion at the Venice Film Festival and Actor in a Leading Role at the Oscars, and *Never Look Away*, which was nominated for Cinematography and Best Foreign Language Film at the Oscars. huanxi.com prides itself on being an officially licensed platform for selected films, as well as a whole-network exclusive platform for many other quality films. Removing pop-up ads, huanxi.com offers a light luxurious user experience for its members with a simplicity interface. Currently, already available on huanxi.com are *Crazy Alien*, *Ash is Purest White* and exclusively a number of overseas productions, plus classic productions by Mr. Wong Kar Wai, Mr. Zhang Yimou, Mr. Stephen Chow and Mr. Jia Zhangke, among others. As understood, Mr. Wong Kar Wai and Mr. Zhang Yibai are working on Internet drama series for huanxi.com. Selected hits available on huanxi.com.

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About Huanxi Media Group Limited (Stock code: 1003)

Huanxi Media is an innovative media company in China, focusing on investment and production of films, drama series, and operation of a subscription based online video platform. The company was founded by Mr. Dong Ping, Ning Hao, Xu Zheng and Steven Xiang in 2015, and listed on Hong Kong Stock Exchange (HKSE: 1003).

Ownership interests of a number of top Chinese movie directors in the company, closely aligns interests of the company with those of China's top movie directors, which allows Huanxi Media to have the right to produce high-quality movies and drama series for internet media platforms.

Under its arrangement with these top-tier directors, Huanxi Media has the exclusive rights to invest and produce films by China's most prominent directors for multiple years. Huanxi Media's directors include Ning Hao, Xu Zheng, Peter Chan, Wong Kar Wai, Zhang Yibai, Gu Changwei, Zhang Yimou, Jia Zhangke. Huanxi Media's goal is to become the most important producer of high-quality contents for cinematic release as well as media distribution platforms in China.

Huanxi.com and its APP provide viewers with commercial-free, easy-to-use, and high-quality contents, and offer great user experience of cinematic audio-visual enjoyment across multiple devices (PC, mobile, and TV).

About ITV Studios Global Entertainment

ITV Studios Global Entertainment (ITVS GE) is one of the world's leading international TV distribution, home entertainment, publishing, merchandising and licensing businesses. ITVS GE distributes more than 45,000 hours of celebrated content across all genres from both its in-house production business, ITV Studios, and in collaboration with leading producers from around the world.

Part of ITV PLC, which includes the UK's largest commercial broadcaster, ITV Studios Global Entertainment has offices in London, Hong Kong, Paris, Germany, Nordics, Los Angeles and Sydney.

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