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KK CULTURE HOLDINGS LIMITED

KK 文化控股有限公司

(Continued in Bermuda with limited liability)

(Stock code: 550)

EXTENSION OF LONG STOP DATE OF THE PLACING AGREEMENT

Reference is made to the announcement of KK Culture Holdings Limited (the “**Company**”) dated 31 July 2018 (the “**Announcement**”) in relation to the Placing. Unless otherwise defined, capitalised terms used herein have the same meanings as defined in the Announcement.

As additional time is required for the fulfilment of the Conditions as set out in the Placing Agreement dated 31 July 2018, the Company and the Placing Agent, after arm’s length negotiation, have entered into a supplemental agreement (the “**Supplemental Agreement**”) to the Placing Agreement on 21 August 2018 (after trading hours), whereby the parties agreed to extend the Long Stop Date from 21 August 2018 to 31 August 2018.

Save and except for the aforesaid change, all other terms and conditions of the Placing Agreement shall remain unchanged and continue in full force and effect.

As Completion under the Placing Agreement (as supplemented and amended by the Supplemental Agreement) is subject to the fulfilment and/or waiver of certain Conditions set forth therein, the Placing may or may not proceed. Shareholders and investors of the Company should exercise caution when dealing in the Shares.

By order of the Board
KK CULTURE HOLDINGS LIMITED
Tsang Hing Bun
Executive Director

Hong Kong, 21 August 2018

As at the date of this announcement, the Board comprises Mr. Liu Gary Wei (Chief Executive Officer) and Mr. Tsang Hing Bun as executive Directors; Mr. Chen Jiarong (Chairman) and Mr. Yiu Yu Cheung as non-executive Directors; and Mr. Chan Siu Lun, Mr. William Keith Jacobsen and Mr. Chan Chiu Hung, Alex as independent non-executive Directors.