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KK CULTURE HOLDINGS LIMITED

KK 文化控股有限公司

(Incorporated in Cayman Islands and continued in Bermuda with limited liability)

(Stock code: 550)

VOLUNTARY ANNOUNCEMENT BUSINESS UPDATE

This announcement is made by KK Culture Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to provide shareholders and potential investors of the Company with the latest business update of the Group.

The board (the “**Board**”) of directors (the “**Director(s)**”) of the Company wishes to announce that, KK WeCheck Medical Technology Limited (“**KK WeCheck**”), a non-wholly owned subsidiary of the Company, entered into an exclusive distribution agreement (the “**Agreement**”) with Getein Biotech, Inc. (“**Getein Biotech**”) on 25 May 2021, pursuant to which Getein Biotech shall appoint KK WeCheck to be an exclusive distributor for registering, promoting, selling, distributing, taking part in tenders, maintaining and after sale technical services of a novel coronavirus pandemic (“**COVID-19**”) Antigen Test Kits, called “One Step Test for SARS-CoV-2 Antigen (Colloidal Gold)” (the “**Product**”), in the territory of Hong Kong for a term of one year commencing from the date of the Agreement. The Product is an aid in the diagnosis of patients with suspected COVID-19 infection in conjunction with clinical presentation and the results of other laboratory tests. Relevant certifications have also been obtained for the Product.

Getein Biotech is company established in the People’s Republic of China with limited liability and the shares of which are listed and traded on the Shanghai Stock Exchange (stock code: 603387). As at the date of this announcement, Getein Biotech is principally engaged in the research and development, production and sales of in vitro diagnostic products. The main products include point-of-care testing (POCT) in vitro diagnostic reagents and ancillary equipment. To the best of the Directors’ knowledge, information and belief, having made all reasonable enquiries, Getein Biotech and its ultimate beneficial owner are third parties independent of the Company and of connected persons (as defined under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited) of the Company.

Given the continuous outbreak of the COVID-19 and the worldwide spread thereof, the Group anticipates that there will be continuous global demand for relevant testing products. The Board considers that the Agreement represents an opportunity to expand its medical service offerings which will potentially maximize the returns for the shareholders of the Company (“**Shareholders**”). The Agreement, which was entered into after arm’s length negotiation between KK WeCheck and Getein Biotech, is on normal commercial terms, fair, reasonable and in the interests of the Group and the Shareholders as a whole.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the Shares.

By Order of the Board
KK Culture Holdings Limited
Tsang Hing Bun
Executive Director

Hong Kong, 26 May 2021

The Board comprises Mr. Tsang Hing Bun as executive director, Mr. Yiu Yu Cheung as non-executive director and Dr. Leung Ka Kit, Mr. William Keith Jacobsen and Mr. Chan Chiu Hung, Alex as independent non-executive directors.