

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

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)

PROPOSED CHANGE OF COMPANY NAME

The Board (the “**Board**”) of Directors (the “**Directors**”) of KK Culture Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) proposes to change the English name of the Company from “KK Culture Holdings Limited” to “Kingkey Intelligence Culture Holdings Limited” and the name of “京基智慧文化控股有限公司” will be adopted as the secondary name of the Company in Chinese to replace its existing name in Chinese “KK文化控股有限公司” (the “**Proposed Change of Company Name**”).

CONDITIONS FOR THE PROPOSED CHANGE OF COMPANY NAME

The Proposed Change of Company Name is subject to the following conditions having been satisfied:

- (a) the passing of a special resolution by the shareholders of the Company (the “**Shareholders**”) at the special general meeting of the Company (the “**SGM**”) to be convened to consider and, if though fit, approve the Proposed Change of Company Name; and
- (b) the Registrar of Companies in Bermuda granting approval for the Proposed Change of Company Name.

Subject to the satisfaction of the conditions set out above, the Proposed Change of Company Name will become effective from (i) the date of entry of the new English name of the Company and the new Chinese secondary name of the Company, in each case, on the register maintained by the Registrar of Companies in Bermuda and (ii) the date on which the certificate of incorporation on change of name is issued by the Registrar of Companies in Bermuda. Thereafter, the Company will carry out all necessary filing procedures with the Companies Registry in Hong Kong and the Registrar of Companies in Bermuda.

REASONS FOR THE PROPOSED CHANGE OF COMPANY NAME

The Group is principally engaged in provision of advertising services. The Board considers that the Proposed Change of Company Name may better reflect the identity of the Company and establish a more positive image to the shareholders of the Company (the “**Shareholders**”) and potential investors.

The Board believes that the Proposed Change of Company Name will benefit the Company’s future business development and is in the interests of the Company and the Shareholders as a whole.

EFFECTS OF THE PROPOSED CHANGE OF COMPANY NAME

The Proposed Change of Company Name will not affect any of the rights of the Shareholders, the trading of the shares of the Company (the “**Shares**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) or the Company’s daily business operation and its financial position. All the existing share certificates in issue bearing the existing name of the Company, will, after the Proposed Change of Company Name becomes effective, continue to be evidence of title to the Shares and the existing share certificates will continue to be valid for trading, settlement, registration and delivery purposes. Accordingly, there will not be any arrangement for free exchange of the existing share certificates for new share certificates bearing the new English name and secondary Chinese name of the Company. Once the Proposed Change of Company Name becomes effective, any new share certificates will be issued in the new English name and secondary Chinese name of the Company.

In addition, subject to the confirmation by the Stock Exchange, the English and Chinese stock short name for trading of the Shares on the Stock Exchange will also be changed after the Proposed Change of Company Name becomes effective.

GENERAL

The SGM will be convened for the purpose of allowing Shareholders to consider and, if thought fit, approve the Proposed Change of Company Name. A circular containing, among other matters, details of the proposed Change of Company Name, together with a notice of SGM and the related proxy form, will be despatched to the Shareholders as soon as practicable.

As no Shareholder has material interest in the Proposed Change of Company Name, no Shareholder will be required to abstain from voting on the resolution to approve the Proposed Change of Company Name.

Further announcement(s) will be made by the Company to inform the Shareholders of, among other things, the poll results of the SGM, the effective date of the Proposed Change of Company Name and the new English and Chinese stock short names of the Company as and when appropriate.

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

Hong Kong, 11 June 2021

As at the date of this announcement, 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.