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**STARLIGHT CULTURE
ENTERTAINMENT**

**STARLIGHT CULTURE ENTERTAINMENT GROUP LIMITED
星光文化娛樂集團有限公司**

(formerly known as Jimei International Entertainment Group Limited 集美國際娛樂集團有限公司)

(Incorporated in Bermuda with limited liability)

(Stock Code: 1159)

APPOINTMENT OF EXECUTIVE DIRECTORS

The board (the “**Board**”) of directors (the “**Directors**”) of Starlight Culture Entertainment Group Limited (the “**Company**”) is pleased to announce that, with effect from 23 July 2019, each of Mr. Chen Jie and Ms. Wu Xiaoli has been appointed as an executive Director and a member of the executive committee of the Company (the “**Executive Committee**”).

The particulars of the newly appointed Directors (collectively, the “**New Directors**”) are set out below:

Mr. Chen Jie (“Mr. Chen”)

Mr. Chen, aged 40, has been appointed as an executive Director and a member of the Executive Committee on 23 July 2019. Mr. Chen obtained a Bachelor Degree in Accounting from Changchun University of Science and Technology in 2002 and a Master Degree in Laws from Zhejiang University in 2005. From 2006 to 2012, Mr. Chen was a partner of Zhejiang Kaifu Law Firm. Since 2012, Mr. Chen has served as the chief executive officer of Hangzhou Newtiming Television and Movie Investment Management Company Limited* (“杭州新鼎明影視投資管理股份有限公司”), a company established in the People’s Republic of China (the “**PRC**”).

As at the date of this announcement, Mr. Chen indirectly owns approximately 25.4357% equity interest in 杭州新鼎明企業管理諮詢有限公司 (“**HZ XDM**”). HZ XDM is also indirectly owned by Mr. Fang Jun, the executive Director and chairman of the Company, as to approximately 31.795% equity interest. HZ XDM owns approximately 33.18% of the equity interest in 江陰星輝文化傳播有限公司 (“**Jiangyin Xinghui**”), the immediate parent company of CICFH Innovation Investment Limited (“**Innovation**”), which owns approximately 29.50% in the total issued shares of the Company.

Save as disclosed above, as at the date of this announcement, Mr. Chen (i) does not hold any position in the Company or other members of the Group; (ii) does not have any other major appointments or professional qualifications; (iii) does not hold any directorship in any public companies the securities of which are listed on any securities market in Hong Kong or overseas in the last three years; and (iv) does not have any relationship with any Directors, senior management, substantial or controlling shareholders (as defined in the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) (the “**Listing Rules**”) of the Company. Further, save as disclosed, as at the date of this announcement, Mr. Chen is not interested in and does not hold any shares of the Company (the “**Shares**”) or underlying Shares or debentures of the Company or any of its associated corporations within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “**SFO**”).

Mr. Chen has entered into a service agreement with the Company pursuant to which he has agreed to act as an executive Director for a term of three years commencing from 23 July 2019 and thereafter shall be automatically renewed for a further term of one year on each subsequent year unless terminated by one month’s written notice or in certain circumstances as in accordance with the terms of the service agreement. Mr. Chen shall hold office until the next following general meeting of the Company and shall then be eligible for re-election at that meeting pursuant to the bye-laws of the Company. Pursuant to the service agreement, Mr. Chen will be entitled to a director’s fee of HK\$40,000 per month and discretionary bonus in such amount and payable at such time as shall be determined by the Board in its absolute discretion for his directorship in the Company, which was recommended by the remuneration committee of the Company and determined by the Board with reference to his duties and responsibilities as well as his qualifications, experience and the prevailing market conditions.

Ms. Wu Xiaoli (“Ms. Wu”)

Ms. Wu, aged 30, has been appointed as an executive Director and a member of the Executive Committee on 23 July 2019. Ms. Wu obtained a Bachelor Degree in English from China Jiliang University in 2012. She was the general manager of 杭州宜度控股有限公司, a company established in the PRC, from 2012 to 2017. Since 2017, Ms. Wu has served as the general manager of 杭州博創文化創意有限公司 (“**HZ Bochuang**”).

As at the date of this announcement, Ms. Wu is interested in 50% of the equity interest in HZ Bochuang, which owns approximately 17.87% of the equity interest in Jiangyin Xinghui, the immediate parent company of Innovation, which owns approximately 29.50% in the total issued shares of the Company.

Save as disclosed above, as at the date of this announcement, Ms. Wu (i) does not hold any position in the Company or other members of the Group; (ii) does not have any other major appointments or professional qualifications; (iii) does not hold any directorship in any public companies the securities of which are listed on any securities market in Hong Kong or overseas in the last three years; and (iv) does not have any relationship with any Directors, senior management, substantial or controlling shareholders of the Company. Further, save as disclosed, as at the date of this announcement, Ms. Wu is not interested in and does not hold any Shares or underlying Shares or debentures of the Company or any of its associated corporations within the meaning of Part XV of the SFO.

Ms. Wu has entered into a service agreement with the Company pursuant to which she has agreed to act as an executive Director for a term of three years commencing from 23 July 2019 and thereafter shall be automatically renewed for a further term of one year on each subsequent year unless terminated by one month’s written notice or in certain circumstances as in accordance with the terms of the service agreement. Ms. Wu shall hold office until the next following general meeting of the Company and shall then be eligible for re-election at that meeting pursuant to the bye-laws of the Company. Pursuant to the service agreement, Ms. Wu will be entitled to a director’s fee of HK\$40,000 per month and discretionary bonus in such amount and payable at such time as shall be determined by the Board in its absolute discretion for her directorship in the Company, which was recommended by the remuneration committee of the Company and determined by the Board with reference to her duties and responsibilities as well as her qualifications, experience and the prevailing market conditions.

Save as disclosed above, there are no other matters relating to the appointment of the New Directors that need to be brought to the attention of the shareholders of the Company, and there is no other information to be disclosed pursuant to the requirement of Rule 13.51(2)(h) to Rule 13.51(2)(v) of the Listing Rules.

The Board would like to take this opportunity to extend its warmest welcome to Mr. Chen and Ms. Wu for joining the Company.

By Order of the Board
Starlight Culture Entertainment Group Limited
Mr. Fang Jun
Chairman

* *For identification purposes only*

Hong Kong, 23 July 2019

As at the date of this announcement, the Board comprises seven executive Directors, namely Mr. Fang Jun, Mr. Chau Chit, Mr. Luo Lei, Mr. Gao Qun, Mr. Chen Jie, Ms. Wu Xiaoli and Mr. Hung Ching Fung; one non-executive Director, namely Mr. Wang Shoulei; and four independent non-executive Directors, namely Mr. Wong Wai Kwan, Mr. Michael Ngai Ming Tak, Mr. Ma Runsheng and Mr. Wong Wai Hung.