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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)

**BUSINESS UPDATE –
THE ENTERING INTO OF A FRAMEWORK AGREEMENT
IN RESPECT OF
CONTENT COOPERATION**

The board of directors (the “**Board**”) of Starlight Culture Entertainment Group Limited (the “**Company**”) would like to provide a business update to the shareholders and potential investors of the Company in the development of the media and culture business of the Company and its subsidiaries (the “**Group**”).

The Company is pleased to announce that on 27 November 2017, after trading hours, the Company and one of its wholly-owned subsidiary entered into a content cooperation framework agreement (the “**Framework Agreement**”) with Oriental Pearl Media Co., Ltd.* (東方明珠新媒體股份有限公司, “**Oriental Pearl Media**”) with immediate effect in respect of the possible cooperation in entertainment content for the five years from the effective day of the Framework Agreement (“**the Cooperation Period**”).

* *For identification only*

Pursuant to the Framework Agreement, the parties thereto shall cooperate in content of media, culture, and entertainment, in the form of, including but not limited to, project incubation, co-production, procurement of film list, film procurement, and training business.

Upon the entering into of the Framework Agreement, the parties thereto agreed to set up a bank account which will be administered jointly (“**Joint Account**”) and Oriental Pearl Media shall make payment in the amount of ten million Chinese yuan (RMB10,000,000) to the Joint Account as deposit of project cooperation during the Cooperation Period within seven days upon the Joint Account is opened.

For cooperation in project incubation, other things being equal, Oriental Pearl Media shall enjoy the priority to participate in start-up projects’ cooperation of the Company.

For cooperation in co-production project, Oriental Pearl Media shall be entitled to invest in at least 20% interest of each movie/television project which it intends to co-produce with the Company. Detailed terms of each co-production project shall be separately negotiated and determined by both parties. For the movie/television project(s) Oriental Pearl Media co-produces with the Company, other things being equal, Oriental Pearl Media shall enjoy the priority to purchase the broadcasting rights of all-media platforms, game adaptation rights and other related intellectual property rights.

For cooperation in procurement of film list and film procurement, other things being equal, Oriental Pearl Media shall enjoy the priority to purchase the television series or movie(s), which are approved within the Cooperation Period and decided to film and produce by the Company.

Oriental Pearl Media is a company established under the laws of the People’s Republic of China, whose issued shares are listed on the Shanghai Stock Exchange (stock code: 600637). Oriental Pearl Media is principally engaged in the provision of technical, content, and marketing services for multimedia and information technology platforms. Oriental Pearl Media operates through three segments. Content Production And Publication segment is engaged in content production and publication businesses. Media Entertainment Services segment is engaged in the provision of television (TV) shopping and e-commerce services, digital marketing and advertising services, cultural property services, cultural travel services and game services, among others. Multichannel Video Integration And Distribution segment is engaged in network TV, Internet TV, network video, cable TV and video integration and distribution of other channels.

According to the Company's management, the Group believes that the cooperation with Oriental Pearl Media is in line with the Company's development strategy. The Group considers that the cooperation with Oriental Pearl Media complements the business development of the Company strongly at a strategic level and the entering into of the Framework Agreement is in the interests of the Company and its shareholders as a whole and will create a win-win situation for all parties of the cooperation.

GENERAL

To the best of the Directors' knowledge and having made all reasonable enquiries, the Oriental Pearl Media is an independent third party of the Company and its connected person. The entering into of the Framework Agreement by the Company does not constitute a notifiable transaction and/or a connected transaction under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**"). The Company may or may not proceed to execute any legally binding agreement (s) in relation to the Framework Agreement and the transactions contemplated thereunder. Accordingly, shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company. In the event that any transaction contemplated under the Framework Agreement is further materialized or implemented, and constitutes a notifiable transaction and/or a connected transaction for the Company under Chapter 14 and Chapter 14A (as the case may be) of the Listing Rules, the Company will issue further announcement to inform the shareholders as and when appropriate in accordance with the relevant requirements of the Listing Rules.

By Order of the Board
Starlight Culture Entertainment Group Limited
Yan Xu
Chairman

Hong Kong, 27 November, 2017

As at the date of this announcement, the Board of the Company comprises six executive Directors, namely Mr. Yan Xu, Mr. Chau Chit, Mr. Luo Lei, Ms. Chen Hong, Mr. Hung Ching Fung and Mr. Li Haitian; 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. Kong Chi Mo and Mr. Hong Tao.