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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)

**VOLUNTARY ANNOUNCEMENT
BUSINESS UPDATE**

The board of directors (the “**Board**”) of Starlight Culture Entertainment Group Limited (the “**Company**”) wishes to provide shareholders and potential investors of the Company with an update on the latest business development of the Company and its subsidiaries (the “**Group**”) in respect of media and culture business development.

The movie “Crazy Rich Asians”, which is invested and released by Warner Bros. Pictures, co-invested by the Group and directed by director Jon M. Chu (who has entered into an agreement with the Group), has been released on 15 August 2018. The film is the first contemporary Hollywood studio movie with an all-Asian cast after “The Joy Luck Club” in 1993, which has a special meaning throughout Hollywood and even the world of movies. The film is certainly earning a lot of positive word of mouth and box office success since its release, which is averaging 93 percent on Rotten Tomatoes, earned an A grade from CinemaScore and scored a 74 based on 48 media critic reviews provided by Metacritic.com. The film has grossed US\$119 million* from North American theaters over a three week period and has topped the box office for a third successive weekend. It has been released in Hong Kong on 23 August 2018. Its production budget is US\$30 million, while its total worldwide (including Singapore, Malaysia, Australia and New Zealand) gross currently stands at US\$139 million*.

* Source: www.boxofficemojo.com

The international sales of the thriller/crime film “Greta”, formerly “The Widow”, which is directed by Neil Jordan who won the Academy Award for Best Original Screenplay and starring French actress Isabelle Huppert, are undertaken by veteran sales agency Sierra/Affinity. To date, international sales is anticipated to be US\$6 million. The film is confirmed to premiere at the Special Presentation programmes of the Toronto International Film Festival on 6 September 2018 and expected to be released in late 2018 or early 2019.

The Group arranged the investment in the epic drama film “Midway”, directed by the well-known director Roland Emmerich (who has entered into an agreement with the Group), which started principal photography on 5 September 2018 in Hawaii, USA. It is adapted from the true stories of the Battle of Midway in World War II and its total budget is approximately US\$100 million. The film mainly stars Woody Harrelson, Patrick Wilson, Ed Skrein, Aaron Eckhart, Luke Evans, Mandy Moore, Dennis Quaid, Nick Jonas, Keanu Johnson, Etsushi Toyokawa, Tadanobu Asano and Jun Kunimura. The film is set to be released on 8 November 2019, Veterans Day weekend in the United States, which gives Midway a four-day opening weekend.

The publication of this announcement is to provide updated information on the business development of the Group to the Shareholders and potential investors. Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
Starlight Culture Entertainment Group Limited
Luo Lei
Chief Executive Officer

Hong Kong, September 6 2018

As at the date of this announcement, the Board of the Company comprises five executive Directors, namely 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.

The Directors jointly and severally accept full responsibility for the accuracy of the information contained in this announcement and confirm, having made all reasonable enquires, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statements in this announcement misleading.