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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)

ANNOUNCEMENT

**CHANGE OF COMPANY NAME, STOCK SHORT NAME,
COMPANY LOGO AND COMPANY WEBSITE
AND
APPOINTMENT OF NON-EXECUTIVE DIRECTOR**

CHANGE OF COMPANY NAME

The Board is pleased to announce that the English name of the Company has been changed from “Jimei International Entertainment Group Limited” to “Starlight Culture Entertainment Group Limited” and the Chinese secondary name “星光文化娛樂集團有限公司” has been adopted to replace the existing Chinese secondary name of the Company “集美國際娛樂集團有限公司”.

CHANGE OF STOCK SHORT NAME

The Shares will be traded on the Stock Exchange under the new English stock short name of “STARLIGHT CUL” and Chinese stock short name of “星光文化” in place of “JIMEI INT ENT” in English and “集美國際娛樂” in Chinese, with effect from 9:00 a.m. on 30 August 2017. The stock code of the Company on the Stock Exchange will remain unchanged as “01159”.

CHANGE OF COMPANY LOGO

The logo of the Company will be changed to  to reflect the change of the name of the Company with effect from 25 August 2017.

CHANGE OF COMPANY WEBSITE

The corporate website address of the Company will be changed from www.jimeigp.com.hk to www.starlightcul.com.hk with effect from 25 August 2017.

APPOINTMENT OF NON-EXECUTIVE DIRECTOR

The Board is pleased to announce that, with effect from 25 August 2017, Mr. Wang Shoulei has been appointed as a non-executive Director of the Company.

Reference is made to the announcement of Starlight Culture Entertainment Group Limited (formerly known as Jimei International Entertainment Group Limited) (the “**Company**”) dated 5 June 2017 and the circular of the Company dated 7 June 2017 (the “**Circular**”) in relation to, inter alia, the Proposed Change of Company Name and the announcement of the Company dated 30 June 2017 in relation to SGM poll results. Unless otherwise specified, capitalised terms used in this announcement shall have the same meanings as those defined in the Circular.

Change of Company Name

The Board is pleased to announce that, subsequent to the passing of a special resolution in relation to the Proposed Change of Company Name by the Shareholders at the SGM held on 30 June 2017, the Registrar of Companies in Bermuda has approved the registration of the new name of the Company on 6 July 2017 and issued the Certificate of Incorporation on Change of Name and the Certificate of Secondary Name on 11 August 2017. The conditions for the Proposed Change of Company Name have therefore been satisfied and the change of the English name of the Company from “Jimei International Entertainment Group Limited” to “Starlight Culture Entertainment Group Limited” and the adoption of “星光文化娛樂集團有限公司” as the Chinese secondary name of the Company in place of “集美國際娛樂集團有限公司” became effective from 6 July 2017.

The Companies Registry in Hong Kong has also issued the Certificate of Registration of Alteration of Name of Registered Non-Hong Kong Company on 24 August 2017, confirming the registration of the new names of the Company in Hong Kong under Part 16 of the Companies Ordinance (Chapter 622 of the Laws of Hong Kong).

CHANGE OF STOCK SHORT NAME

Following the change of the Company name becoming effective, the Shares will be traded on the Stock Exchange under the new English stock short name of “STARLIGHT CUL” and Chinese stock short name of “星光文化” in place of “JIMEI INT ENT” in English and “集美國際娛樂” in Chinese, with effect from 9:00 a.m. on 30 August 2017. The stock code of the Company on the Stock Exchange will remain unchanged as “01159”.

EFFECT OF THE CHANGE OF COMPANY NAME

The change of the Company name will not affect any rights of the holders of securities of the Company or the Company’s daily business operation and its financial position. All existing share certificates in issue bearing the previous name of the Company will continue to be effective as documents of title to the Shares and will continue to be valid for trading, settlement, registration and delivery purposes. There will not be any arrangement for free exchange of the existing share certificates of the Company for new share certificates bearing the new English and Chinese secondary name of the Company. New certificates of securities will be issued in the new names of the Company.

CHANGE OF COMPANY LOGO

The logo of the Company will be changed to  to reflect the change of the name of the Company with effect from 25 August 2017.

CHANGE OF COMPANY WEBSITE

The corporate website address of the Company will be changed from www.jimeigp.com.hk to www.starlightcul.com.hk with effect from 25 August 2017.

APPOINTMENT OF NON-EXECUTIVE DIRECTOR

The Board is pleased to announce that, with effect from 25 August 2017, Mr. Wang Shoulei (“**Mr. Wang**”) has been appointed as a non-executive Director of the Company. The biographical details of Mr. Wang are set out as follows:

Mr. Wang, aged 34, graduated from Shanghai International Studies University with a master’s degree in Economics in 2009. He is currently the head of the debt capital market department of Zhongtai International Capital Limited (中泰國際融資有限公司), responsible for monitoring the operation of the debt capital market department. Prior to that, he had acted as the general manager of the greater Shanghai region of Zhongtai Financial International Limited (中泰金融國際有限公司), responsible for the development in the Hong Kong market.

Mr. Wang has also been a non-executive director of Yuhua Energy Holdings Limited, whose shares are listed on the Main Board of the Stock Exchange (stock code: 02728), since April 2017.

Save as disclosed above, as at the date of this announcement, Mr. Wang:

- (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;
- (iv) is not interested in and does not hold any short position in any shares or underlying shares or any debentures of the Company or any of its associated corporations within the meaning of Part XV of the SFO; and
- (v) does not have any relationship with any other Directors, senior management or substantial or controlling shareholders (as defined in the Listing Rules) of the Company.

Mr. Wang will enter into a letter of appointment with the Company after his appointment for a term of 1 year from 25 August 2017. He 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. Mr. Wang will be entitled to a director's fee of HKD240,000 per annum for his directorship in the Company, which was recommended by the Remuneration Committee and determined by the Board with reference to his duties and responsibilities as well as his qualifications, experience and the prevailing market conditions.

Save as disclosed above, there is no other information to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to Rule 13.51(2)(v) of the Listing Rules and there are no other matters relating to the appointment of Mr. Wang that need to be brought to the attention of the Shareholders.

The Board would like to take this opportunity to extend its warmest welcome to Mr. Wang for joining the Company.

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

Hong Kong, 25 August 2017

As at the date of this announcement, the Board 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.