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**SinoMedia**<sup>®</sup>

**SINOMEDIA HOLDING LIMITED**

**中視金橋國際傳媒控股有限公司**

*(Incorporated in Hong Kong with limited liability)*

**(Stock Code: 00623)**

## **APPOINTMENT OF EXECUTIVE DIRECTOR**

The board (the “**Board**”) of directors (“**Director(s)**”) of SinoMedia Holding Limited (the “**Company**”) and together with its subsidiaries, “**Group**”) announces that Ms. LIU Zhiyi (“**Ms. Liu**”) has been appointed as an executive Director with effect from 30 March 2023.

Ms. Liu, aged 33, has been the vice president of the Group since September 2020. She is responsible for the operation and management of content marketing and creative production sector, and concurrently acts as the general manager of the film and television production centre of the Group. With more than nine years of experience in the media industry, Ms. Liu has developed analytical ability and insights on the domestic and foreign media markets, as well as extensive media operation and management experiences, built up networking resources in both domestic and international markets, and explored cooperation opportunities with established enterprises and institutions. In recent years, Ms. Liu has been in charge of the Group’s video content R&D and projects operation, planning and managing a number of video projects in the form of small-and large-screen linkage and acted as a producer or distributor. She spearheaded the Group’s strategic expansion of cross-media initiatives, including innovative businesses in fields of intellectual property development, content marketing, and creative marketing on media convergence. She is a director of Little Lion (Beijing) Food Culture Company Limited (小小雄獅(北京)食品文化有限公司), a subsidiary of the Group and also one of the registered shareholders of CTV Golden Bridge Culture Development (Beijing) Company Limited, a company established under the laws of the People’s Republic of China and accounted as a subsidiary of the Group by virtue of a variable interest entity structure, since April 2018. Ms. Liu obtained a bachelor’s degree in management from the University of St. Andrews in the United Kingdom in 2011 and a master’s degree in management from the School of National Development at Peking University in 2020. Ms. Liu is the daughter of Mr. Chen Xin, the chairman of the Board and an executive Director, and Ms. Liu Jinlan, the chief executive officer and an executive Director.

As at the date of this announcement, Ms. Liu is interested in options carrying rights to subscribe for 300,000 shares of the Company.

Save as disclosed above, Ms. Liu (i) does not hold any other positions with the Company or any other members of the Group ; (ii) has not held any other directorships at present or in the last three years in other public companies the securities of which are listed on any securities market in Hong Kong or overseas and does not have other major appointments and professional qualifications ; (iii) has no interest in the shares of the Company within the meaning of Part XV of Securities and Futures Ordinance (Cap. 571 of the laws of Hong Kong) ; and (iv) does not have any relationships with any other Directors, senior management or any substantial or controlling shareholders of the Company.

Ms. Liu will enter into a director's service agreement with the Company for a term of three years, subject to retirement by rotation and re-election at annual general meetings of the Company in accordance with the articles of association of the Company or the Rules Governing the Listing of Securities on the Stock Exchange ("**Listing Rules**"). Pursuant to the terms of the service agreement, Ms. Liu is not entitled to any director's fee, but she is entitled to receive salary and discretionary bonus as determined with reference to her experience, duties and responsibilities within the Group as well as the Group's performance and the prevailing market conditions.

Save as disclosed above, there is no other information required to be disclosed nor is/was Ms. Liu involved in any of the matters required to be disclosed pursuant to any of the requirements of the provisions under paragraphs 13.51(2)(h) to 13.51(2)(w) of the Listing Rules. The Board is not aware of any other matters in relation to her appointment which need to be brought to the attention of the shareholders of the Company.

By order of the Board  
**SinoMedia Holding Limited**  
**CHEN Xin**  
*Chairman*

Hong Kong, 30 March 2023

*As at the date of this announcement, the Board comprises Mr. Chen Xin, Ms. Liu Jinlan, Mr. Li Zongzhou and Ms. Liu Zhiyi as executive Directors, and Mr. Qi Daqing, Ms. Ip Hung, Dr. Zhang Hua and Dr. Tan Henry as independent non-executive Directors.*