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**Starrise Media Holdings Limited**

**星宏傳媒控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 1616)**

## **RESIGNATION AND APPOINTMENT OF EXECUTIVE DIRECTORS**

The board (the “**Board**”) of directors (the “**Directors**” or each a “**Director**”) of Starrise Media Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) wishes to announce that with effect from 1 June 2021:

- (i) Ms. Chen Chen (“**Ms. Chen**”) resigned as an executive Director; and
- (ii) Ms. Yang Qinyan (“**Ms. Yang**”) was appointed as an executive Director.

### **RESIGNATION OF EXECUTIVE DIRECTOR**

The Board announces that Ms. Chen has tendered her resignation as an executive Director with effect from 1 June 2021.

Ms. Chen confirmed to the Company that her resignation was due to her intention to concentrate in her own business engagements, she has no disagreement with the Board, and there is no matter in relation to her resignation that needs to be brought to the attention of the shareholders of the Company or The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

The Board would like to take this opportunity to express its gratitude to Ms. Chen for her valuable contributions to the Company during her tenure of office.

### **APPOINTMENT OF EXECUTIVE DIRECTOR**

The Board is pleased to announce that with effect from 1 June 2021, Ms. Yang was appointed as an executive Director.

Ms. Yang, aged 48, obtained an advanced diploma in fashion design from RAFFLES-BICT International College (北京服裝學院萊佛士國際學院) and LaSalle College International (Canada) in 2002, and a master's degree of executive master of business administration from The Chinese University of Hong Kong in 2017. Ms. Yang has over 20 years of experience in the field of media and advertising. From September 2003 to April 2014, she served as the managing director of the Beijing branch of a multinational media agency which specialises in advertising and marketing for domestic and international clientele. Ms. Yang joined Beijing Starwise Culture Media Co., Ltd. (北京睿博星辰文化傳媒有限公司) ("**Beijing Starwise**"), which became a wholly-owned subsidiary of the Group in 2017, since May 2015 and is currently the president of Beijing Starwise and is mainly responsible for overseeing the management, operation and development of intellectual properties.

Ms. Yang has entered into a service agreement with the Company for a term of three years commencing from 1 June 2021. She will be subject to retirement by rotation and re-election in accordance with the articles of association of the Company. Ms. Yang is entitled to a director's remuneration of HK\$10,000 per month, which has been determined by the remuneration committee of the Company and the Board with reference to her duties and responsibilities with the Company and prevailing market condition.

As at the date of this announcement, save as disclosed above, Ms. Yang has confirmed to the Company that (i) she does not have any relationship with any of the Directors, senior management, substantial shareholders or controlling shareholders of the Company, as defined under the Rules Governing the Listing of Securities on the Stock Exchange (the "**Listing Rules**"); (ii) she does not have any interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong); (iii) she does not hold other position in the Company and its subsidiaries; (iv) she has not held any directorship in public companies, and the securities of which are listed on any securities market in Hong Kong or overseas in the past three years; and (v) she does not have any other matters that need to be brought to the attention of the shareholders of the Company nor does she have any other information that is required to be disclosed pursuant to any of the requirements under Rule 13.51(2)(h) to (v) of the Listing Rules.

The Board would like to take this opportunity to welcome Ms. Yang in joining the Board.

By order of the Board  
**Starrise Media Holdings Limited**  
**LIU Dong**  
*Chairman*

Beijing, the PRC, 31 May 2021

*As at the date of this announcement, the Board comprises seven Directors, namely Mr. LIU Dong, Mr. LIU Zongjun, Mr. HE Han and Ms. CHEN Chen as executive Directors; and Mr. LAM Kai Yeung, Ms. LIU Chen Hong and Mr. KWOK Pak Shing as independent non-executive Directors.*