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CENTRAL HOLDING GROUP CO. LTD.

中環控股集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1735)

VOLUNTARY ANNOUNCEMENT IN RELATION TO THE ENTERING INTO OF A LETTER OF INTENT FOR STRATEGIC INVESTMENT

This announcement is made by Central Holding Group Co. Ltd. (the “**Company**”) on a voluntary basis.

The board (the “**Board**”) of directors (the “**Directors**”) is pleased to announce that on 29 November 2021 (after trading hours), Central Finance Group Limited (formerly known as Shenzhen Ecom Industry Co., Limited) (“**Central Finance**”), a wholly-owned subsidiary of the Company, and Hanlinova Intelligent Technology Co., Ltd.* (陝西翰林億訊智能科技有限公司) (“**Hanlinova**”) entered into a letter of intent for strategic investment (the “**Letter of Intent**”).

THE LETTER OF INTENT

Pursuant to the Letter of Intent, Central Finance has agreed to leverage its comprehensive strength and competitive advantages in areas such as financial services, asset investment and resources integration etc. and give priority to Hanlinova in the provision of financial support, capital operation and asset resources support, and conduct angel round financing on Hanlinova upon the fulfilment of the investment requirements of Central Finance. Hanlinova has agreed to facilitate the angel round financing by Central Finance as an industry investor.

In addition, the parties have agreed that upon the fulfilment of the investment requirements of Central Finance, Central Finance shall invest in 10% or more of the total share capital of Hanlinova immediately after the completion of its initial public offering.

INFORMATION ABOUT HANLINOVA

Hanlinova is a company established in the People’s Republic of China (the “**PRC**”) with limited liability. Hanlinova is an IoT (Internet of Things) technology company focused in the research and development, production and sale of digital lumens (數字流明) light networking products. It leverages its own core technology, products and solutions to construct AIOT (Artificial Intelligence of Things) platforms for industrial IoT (Internet of Things), creating values for MSU (three end users) of industry chain, with a view to provide assistance for efficient internet, digitalisation and smart upgrades.

(“M” represents Manufacturer- industrial equipment manufacturers, man-machine terminal manufacturers (人機終端製造商), process equipment manufacturers (功夫設備製造商), etc., “S” represents Supplier- industrial agents and distributors of industrial equipment, ICT (Information and Communication Technology) equipment, etc., equipment operators and maintenance service providers, etc., “U” represents End User)

REASONS FOR AND BENEFITS OF ENTERING INTO THE LETTER OF INTENT

The Board believes that the strategic investment as contemplated by and outlined in the Letter of Intent will provide the Company and its subsidiaries (collectively, the “**Group**”) with the opportunity to leverage on its extensive experience in digital lumens and light networking business in the PRC. The Board also believes that the strategic investment could expand the Group’s business opportunity and broaden its income sources and enhance its financial performance. Thus, the Board considers the strategic investment will be beneficial to the future growth of the Group and in the interests of the Company and its shareholders as a whole.

The Board wishes to state that no forecast or prediction of the profits of the Group has been made with regard to the Letter of Intent.

Shareholders of the Company and potential investors should note that the Letter of Intent is not legally binding and merely provides a strategic cooperation and investment framework between Central Finance and Hanlinova. The terms of the cooperation and investment contemplated under the Letter of Intent are subject to the terms of any definitive agreements which Central Finance and Hanlinova may subsequently enter into from time to time. Further announcement(s) will be made by the Company as and when appropriate in accordance with the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

By Order of the Board
Central Holding Group Co. Ltd.
Yu Zhuyun

Chairman, Chief Executive Officer and Executive Director

Hong Kong, 29 November 2021

As at the date of this announcement, the executive Directors are Mr. Yu Zhuyun (Chairman and Chief Executive Officer) and Mr. Li Menglin; the non-executive Directors are Mr. Qiao Xiaoge and Ms. Zhu Yujuan; and the independent non-executive Directors are Dr. Li David Xianglin, Mr. Wang Wenxing and Dr. Zhou Chunsheng.

* *For identification purposes only*