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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 6 December 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 Deep Blue Intelligent Network Technology Co., Limited (深藍智能網絡科技有限公司) (“**Deep Blue Intelligent**”) 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 proposed to provide financial support, capital operation and asset resources support to Deep Blue Intelligent, and conduct angel round financing or cornerstone investment on Deep Blue Intelligent upon the fulfilment of the investment requirements of Central Finance. Deep Blue Intelligent has agreed to facilitate the angel round financing or cornerstone investment 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 no more than 5% of the share capital of Deep Blue Intelligent immediately after the completion of its initial public offering.

INFORMATION ABOUT DEEP BLUE INTELLIGENT

Deep Blue Intelligent is a company incorporated in the Hong Kong Special Administrative Region (“**Hong Kong**”) with limited liability. Deep Blue Intelligent is a company focused in the research and development of game products (including but not limited to mobile games, WEB and online games), game arts (including original artwork and character design and action special effects for games), planning and exhibition for artworks and cross-border

e-commerce. Currently, Deep Blue Intelligent owns a complete game development system and operating platform and is committed to promoting its developed game products to the world.

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 the extensive experience of Deep Blue Intelligent in the business areas of research and development of game products (including but not limited to mobile games, WEB and online games) and cross-border e-commerce. 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 Deep Blue Intelligent. 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 Deep Blue Intelligent 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, 6 December 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.