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中達集團控股有限公司

CENTRAL WEALTH GROUP HOLDINGS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 139)

VOLUNTARY ANNOUNCEMENT

This is a voluntary announcement made by Central Wealth Group Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Central Wealth Group**”) to keep the shareholders of the Company (the “**Shareholders**”) and potential investors informed of the latest business development of the Group.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the Shareholders and potential investors of the Company. Recently, the Central Committee of the Communist Party of China and the State Council issued the Outline for the Construction of China into a Powerhouse of Quality (《品質強國建設綱要》), which proposed that the brand construction will make greater progress with a large number of Chinese brands of excellent quality and apparent advantages being developed by 2025. Entering 2023, despite the turbulence and changes in the market, as an emerging business form, the “leading position in the industry” of celebrity e-commerce cannot be underestimated. According to relevant sources, “it is estimated that the industrial market scale associated with the new economy of celebrity is expected to exceed RMB7 trillion in 2024”.

How should the celebrity go through the life cycle? How can we efficiently integrate the upstream and downstream resources of the high-quality industrial chain? How will the celebrity and brands move from competitive games to a win-win situation? With these problems, Central Wealth Group will attend the third Celebrity E-commerce Summit held by Yi Beauty&Lifestyle (儀美尚) on 15 February. At that time, there will be thousands of prime celebrities and secondary celebrities from various content platforms as well as MCN organization leaders. In this summit, Central Wealth Group will conduct discussions and practices with a focus on the theme of “incubation of the star celebrity brand value” with GIALEN. It is worth mentioning particularly that the Central Wealth Group can communicate with many industry’s biggest names through this industry summit held by Yi Beauty&Lifestyle in which thousands of people will be engaged. It also assists the celebrity brand to expand its volume and realize the rapid sharing of resources across the region. In addition, through the brand community marketing list and the celebrity brand case industry, etc., we can quickly cover the pipeline resources, reach massive business cooperation consultation and enhance the circle influence of the star celebrity brand.

In addition, Central Wealth Group also mapped out a systematic plan for celebrity branding value development. In this way, we help celebrities deal with data traffic, content and commercialization difficulties through industry big shots and case studies, unlocking the code for the success of celebrity branding development.

By order of the Board
Central Wealth Group Holdings Limited
Chen Xiaodong
Chairman

Hong Kong, 9 February 2023

As at the date of this announcement, the Board comprises the following Directors:

Executive Directors

Mr. Chen Xiaodong (*Chairman*)
Mr. Li Jing (*Chief Executive Officer*)
Ms. Chen Jingxian (*Vice Chairman*)
Mr. Yu Qingrui
Ms. Song Caini
Mr. Chen Hongjin

Independent non-executive Directors

Mr. Kwok Chi Kwong
Mr. Wu Ming
Mr. Lin Guoyan