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## **Century Sage Scientific Holdings Limited**

**世紀睿科控股有限公司**

*(Incorporated under the laws of the Cayman Islands with limited liability)*

**(Stock Code: 1450)**

### **INSIDE INFORMATION ENTERING INTO AN EXCLUSIVE COOPERATION AGREEMENT WITH JIAO GE PENG YOU**

This announcement is published by Century Sage Scientific Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (the “**SFO**”) (Chapter 571 of the Laws of Hong Kong).

#### **ENTERING INTO EXCLUSIVE COOPERATION AGREEMENTS WITH JIAO GE PENG YOU**

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders and potential investors of the Company that on 29 August 2022, Hangzhou Century Sage Information Technology Co., Ltd\* (杭州世紀睿科信息技術有限公司) (“**Hangzhou Century Sage**”), a wholly owned subsidiary of the Company, entered into a five-year exclusive operation cooperation agreement (“**Exclusive Cooperation Agreement**”) with Beijing Jiao Ge Peng You Digital Technology Co., LTD\* (北京交個朋友數碼科技有限公司) and its wholly owned subsidiary, namely Tianjin Jiao Ge Peng You Brand Management Co., LTD\* (天津交個朋友品牌管理有限公司) (collectively, “**Jiao Ge Peng You**”), during which Hangzhou Century Sage will exclusively and successively operate all of the Douyin accounts of Jiao Ge Peng You.

According to the Exclusive Cooperation Agreement, Hangzhou Century Sage will provide customers with live technical support, on-site operation, video content production, product sales and other new media services through the operation of all Douyin accounts of Jiao Ge Peng You. Hangzhou Century Sage will be entitled to all the revenue generated from the provision of new media services, and pay a certain percentage of revenue to Jiao Ge Peng You reasonably, according to the specific circumstances stipulated in Exclusive Cooperation Agreement. Jiao Ge Peng You promises to realise full and formal cooperation with Hangzhou Century Sage before 1 November 2022.

Entering into the Exclusive Cooperation Agreement with Jiao Ge Peng You is a significant breakthrough in the development of the Group's new media services business, indicating that the Group's all-media services capability, especially the capacity in new media services, has once again been highly recognised by the market and will create more development opportunities for the Group in the new media services market.

The Directors believe that the Exclusive Cooperation Agreement is entered into in the ordinary and usual course of business of Hangzhou Century Sage and on normal commercial terms and the terms of the Exclusive Cooperation Agreement are fair and reasonable and in the interests of the Company and shareholders of the Company as a whole.

To the best of the Directors' knowledge, information and belief, having made all reasonable enquiries, (i) Jiao Ge Peng You and its controlling and single largest shareholder, namely Huang He (黃賀) who holds approximately 68.17% equity interest in Jiao Ge Peng You, are third parties independent of the Company and its connected persons, and (ii) no other individual or entities hold more than 20% equity interest in Jiao Ge Peng You.

### **REASONS FOR AND BENEFITS OF THE EXCLUSIVE COOPERATION AGREEMENT**

The Group is a leading all-media services provider in China, mainly provides one-stop application solutions to a wide range of customers, including product sales, video content production, transmission, live streaming and system operation and maintenance and other services. In recent years, huge market opportunities in the all-media industry have rapidly expanded to new media platforms and industrial customers. In order to seize market opportunities and fully utilize the accumulated technology and service capabilities, the Group actively seeks to enter into cooperation with well-known companies in the new media services market. Jiao Ge Peng You is a well-known channel brand in the new media e-commerce market and the cooperation will further enhance the Group's performance capability and awareness in the new media services market, and will significantly improve the Group's profitability and create better returns for shareholders.

The Directors believe that entering into the Exclusive Cooperation Agreement is a strategic move for the diversified development of the Group and will significantly enhance the Group's market position and influence in the all-media industry.

**Shareholders of the Company and potential investors are advised to exercise caution when dealing in the securities of the Company.**

By Order of the Board  
**Century Sage Scientific Holdings Limited**  
**Lo Chi Sum**  
*Chairman*

Hong Kong, 29 August 2022

*As at the date of this announcement, the executive Directors are Mr. Lo Chi Sum, Mr. Li Jun, Mr. Li Jinping and Ms. Zhao Hui Li, and the independent non-executive Directors are Mr. Cui Xiao Bo, Mr. Ma Zhan Kai and Dr. Yu Guo Jie.*

\* *For identification purpose only*