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英皇文化產業集團有限公司
Emperor Culture Group Limited

(Incorporated in Bermuda with limited liability)
(Stock Code: 491)

SUPPLEMENTAL ANNOUNCEMENT
RENEWAL OF CONTINUING CONNECTED TRANSACTIONS
IN RELATION TO 2025 FRAMEWORK AGREEMENT

Reference is made to the announcement of Emperor Culture Group Limited (“**Company**”) dated 23 May 2025 (“**Announcement**”) in relation to the 2025 Framework Agreement. Unless otherwise defined, capitalised terms used in this announcement shall have the same meanings as those defined in the Announcement.

The Company would like to provide further information to the Shareholders and potential investors of the Company in respect of the pricing policy for Film Rental Licence Transactions and Film Promotion Transactions under the 2025 Framework Agreement.

For Film Rental Licence Transactions, the licence fee shall be calculated as per an agreed percentage of the gross box office on a film-by-film basis with reference to various factors such as the expected demand and market popularity. For instance, the percentage rate for a Hollywood blockbuster would be typically higher than that for a local production. The terms of Film Rental Licence Transactions (including the licence fee) shall be arrived at after arm’s length negotiation and in the same manner as those entered with independent third parties.

For Film Promotion Transactions, the historical Promotional Activities substantially consist of the utilisation of movie vouchers or exchange coupons and such fee shall be calculated with reference to the face value and number of the movie vouchers or exchange coupons actually redeemed within the specified period.

This announcement is supplemental to, and should be read in conjunction with the Announcement. The above additional information does not affect other information and content set out in the Announcement. Save as disclosed herein, the contents of the Announcement remain unchanged and shall continue to be valid for all purposes.

By order of the Board
Emperor Culture Group Limited
Yeung Ching Loong, Alexander
Chairman

Hong Kong, 6 June 2025

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

<i>Executive Directors:</i>	Mr. Yeung Ching Loong, Alexander Ms. Fan Man Seung, Vanessa
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<i>Independent Non-executive Directors:</i>	Ms. Chan Sim Ling, Irene Mr. Ho Tat Kuen Ms. Tam Sau Ying
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