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APPOINTMENT OF EXECUTIVE DIRECTOR

The board (the "**Board**") of directors (the "**Directors**") of China National Culture Group Limited (the "**Company**") announces that Ms. MAN Qiaozhen ("**Ms. Man**") has been appointed as an executive director of the Company with effect from 16 March 2018.

Ms. Man, aged 32, graduated with a bachelor's degree in Finance from Shenyang Normal University (沈陽師範大學) in July 2008. Ms. Man has over six years of experience in banking industry. She served positions as deputy general manager of private banking section, senior account manager and account manager (private banking) in a number of banks in the PRC. Ms. Man also has years of experience in media industry.

As at the date of this announcement, Ms. Man does not have any relationship with any directors, senior management or substantial shareholders of the Company, and Ms. Man does not have any interests in the shares of the Company within the meaning of Part XV of the Securities and Future Ordinance.

In the three years prior to the date of this announcement, Ms. Man did not hold any directorship in other public listed companies listed on any securities market in Hong Kong or overseas, and she did not hold any position with the Company or other members of the Company before her present appointment.

Ms. Man has entered into a service agreement with the Company on 16 March 2018 with no fixed term of service. Ms. Man shall hold office only until the next general meeting of the Company and shall be eligible for re-election at that meeting. Her appointment is subject to retirement by rotation at least once every three years in accordance with the provisions of the articles of association of the Company. Ms. Man will be entitled to a remuneration of HK\$15,000 per month. The remuneration package of Ms. Man is determined with reference to her background, experience, her duties and responsibilities with the Company and its subsidiaries and the prevailing market conditions, and shall be subject to the review by the Board from time to time at such rate as shall be determined by the Board and the remuneration committee of the Board.

Save as disclosed above, Ms. Man has confirmed that there is no other matter that needs to be brought to the attention of the shareholders of the Company and there is no other information that needs to be disclosed pursuant to any of the requirements of Rule 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities on the Stock Exchange in relation to her appointment.

The Board would like to take this opportunity to welcome Ms. Man to take up the new appointment.

By Order of the Board China National Culture Group Limited SUN Wei Executive Director

Hong Kong, 16 March 2018

As at the date of this announcement, the Board comprises Ms. SUN Wei and Ms. MAN Qiaozhen as executive Directors, and Mr. LIU Kwong Sang, Ms. WANG Miaojun and Ms. WANG Yujie as independent non-executive Directors.