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**Starrise Media Holdings Limited**

**星宏傳媒控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 1616)**

## **VOLUNTARY ANNOUNCEMENT**

This announcement is made on a voluntary basis by Starrise Media Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) to provide the shareholders of the Company and potential investors an update on the latest business developments of the Group.

The board of directors of the Company (the “**Board**”) is pleased to announce that “The New Big Head Son and The Little Head Father” (新大頭兒子和小頭爸爸), a situation comedy television series (TV sitcom) with 100 episodes, which was invested and produced by Beijing Huasheng Taitong Media Investment Company Limited (北京華晟泰通傳媒投資有限公司) (“**Huasheng Media**”), a wholly-owned subsidiary of the Group, has been premiered on CCTV-14, a children’s channel, on 1 December 2018. Meanwhile, “The Family in That City” (那座城這家人), a large-scale television series with 44 episodes, which was also invested and produced by Huasheng Media, has been premiered on Hunan Satellite TV Channel during prime time on 2 December 2018.

### **“The New Big Head Son and The Little Head Father”**

“The New Big Head Son and The Little Head Father” was adapted from the classic domestic animated television series “The Big Head Son and The Little Head Father” (大頭兒子和小頭爸爸), which has not only preserved the childlike joy elements of the original animation, but also added to its plot and setting more special features of the times as well as contents that are more closely related to reality. It is a literary creation that goes deep into life and insists on originality.

“The New Big Head Son and The Little Head Father” adopts a visualisation method which merges two-dimensional animations with three-dimensional scenes. Objects including blue skies and white clouds that will appear in the TV sitcom are presented as classic hand-drawn animations inside three-dimensional spaces. The adoption of such innovative visualisation method, which achieves visual effects of fusing the virtuality and reality, is unprecedented and can be rated as a bold attempt in the history of Chinese TV sitcoms.

The TV sitcom “The New Big Head Son and The Little Head Father” is produced by MENG Fanyao (孟凡耀) and directed by YING Da (英達), starring WANG Haoyu (王浩宇), CHEN Chuang (陳創), DU Qinyi (杜沁怡) and LI Jianhua (李建華). Famous actors HUANG Lei (黃磊), CAI Ming (蔡明), LI Qi (李琦), JIANG Chao (姜超), WANG Xun (王迅), LOU Naiming (婁乃鳴), the director of CCTV Spring Festival Gala, and YU Qian (于謙), a famous comic dialogue performance artist, all made cameo appearances in the TV sitcom.

### **“The Family in That City”**

“The Family in That City” was adapted from the novel “Lucky Jade” (平安扣) by LI Yan (李炎). As a gift drama for the 40th anniversary of the reform and opening-up of the People’s Republic of China, “The Family in That City” is set in Tangshan, a city suffered a devastating earthquake. The drama tells stories about the joy, sorrow, parting and reunion of two families and three generations. It follows the live of a family which comprises members with seven different surnames and portrays how the ordinary people work with one heart to rebuild their homes after the earthquake and how they strive under the tidal wave of the reform and opening-up, which epitomises the ordinary people’s patriotic sentiment and writes a touching “spiritual symphony of heroes”.

The television series “The Family in That City” is a realistic drama produced by MENG Fanyao (孟凡耀) and directed by Mr. SHAO Jinghui (邵警輝), starring MA Yuan (馬元), TONG Lei (童蕾), SA Rina (薩日娜), and LI Jianyi (李建義).

The Board believes that, upon completion of the shooting and successful broadcast of “The New Big Head Son and The Little Head Father” and “The Family in That City”, the Company’s competitiveness will be further enhanced. The Company continues to be optimistic about the film, television and media industry in China and is confident in the film, television and media business. The Company will continue to explore opportunities in the film, television and media industry to achieve better returns to reward the support of the shareholders of the Company.

By order of the Board  
**Starrise Media Holdings Limited**  
**LIU Dong**  
*Chairman*

Shandong, the PRC, 3 December 2018

*As at the date of this announcement, the Board comprises eight directors of the Company, namely Mr. LIU Dong, Mr. LIU Zongjun, Ms. CHEN Chen, Mr. HE Han and Mr. TAN Bin as executive directors of the Company; and Mr. LAM Kai Yeung, Ms. LIU Chen Hong and Mr. WANG Liangliang as independent non-executive directors of the Company.*