

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



**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 on 8 July 2019, Beijing Starrise Pictures Co., Ltd (北京星宏影視文化有限公司) (**“Starrise Pictures”**), a wholly-owned subsidiary of the Company, and Chongqing Normal University Foreign Trade and Business College (**“Chongqing Normal University”**) have entered into a cooperation agreement (the **“Cooperation Agreement”**), pursuant to which Starrise Pictures and Chongqing Normal University will jointly establish a film and television media school under Chongqing Normal University (**“Film and Television Media School”**) to cultivate vocational talents for the film and television industry by leveraging on the parties’ resources and brand influence.

The Film and Television Media School will offer 4 years bachelor’s degree, which may be completed within 3 to 6 years. Class of 2019 students from five undergraduate majors (performance, radio and television producer director, broadcast and host art, film and television drama art design, digital media technology) at Chongqing Normal University with a total of more than 1,200 students will be reclassified under the Film and Television Media School. Chongqing Normal University will also provide teaching premises and offices for the purpose of the talent training and scientific research of the Film and Television Media School. Starrise Pictures will participate in the cooperation by providing funds and various supports. Such supports include but not limited to hiring industry celebrities and experts, introducing film and television teaching resources and film and television creation resources, being responsible for the development of the professional training course system, and providing qualified training bases and teaching faculties and ensuring the quality of teaching.

The Film and Media Television School is a subordinate college formally established by the Chongqing Normal University, which shall be under the same management as other colleges of the Chongqing Normal University. Chongqing Normal University and Starrise Pictures will jointly establish a council for the Film and Television Media School and manage the Film and Television Media School in accordance with the by-laws of the council.

After the signing of the Cooperation Agreement, Starrise Pictures and Chongqing Normal University will calculate the tuition fee according to the actual enrollment figures of the Film and Television Media School and the two parties will distribute the actual tuition revenue received among them in agreed proportions. The basis of tuition fees is determined in accordance with the national regulations by the parties jointly.

The Board believes that the establishment of the Film and Television Media School will provide the Group with consistent and stable income, and a source of professional talents from various disciplines, which will further enhance the competitiveness of the Group. The Company continues to be optimistic about the film, television and media industry in China and is confident in the Group's film, television and media business. The Group 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, 8 July 2019

*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.*