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CEFC Hong Kong Financial Investment Company Limited

香港華信金融投資有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 1520)

VOLUNTARY ANNOUNCEMENT LICENSING AGREEMENT

This announcement is issued voluntarily by CEFC Hong Kong Financial Investment Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) to inform shareholders and interested investors of the Company of the latest business development of the Group.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that after trading hours on 18 January 2022, the Company entered into a licensing agreement (the “**Licensing Agreement**”) with Chengdu Dreamtoys Cultural Creativity Company Limited* (成都創夢潮玩文化創意有限公司) (“**Chengdu Dreamtoys**”) pursuant to which Chengdu Dreamtoys grants the exclusive right of use of the intellectual property right of four animated characters (the “**IP Characters**”) worldwide to a wholly owned subsidiary of the Company (the “**Licensee**”) for the development, production and sales of apparel of the IP Characters for the period from 19 January 2022 to 18 January 2023. Furthermore, the Licensee has the right to sublicense the IP Characters to third parties upon obtaining consent from Chengdu Dreamtoys.

The Group is principally engaged in design, manufacturing and trading of apparels as well as provision of money lending services. As set out in the announcement of the Company dated 10 January 2022, the Company intends to expand the Group’s design, manufacturing and trading of apparel business with a vision to develop trendy apparel products and the Group has signed a cooperation agreement with a sizeable apparel manufacturer for the long-term collaboration on apparel product development and production which could diversify from the Group’s current focus of manufacturing private label women apparels to become an all-rounded trendy apparel

manufacturer and tap into the men and young adults' markets. The Group is looking for suitable intellectual property right for the production of apparels in order to enrich the product portfolio of the Group.

Chengdu Dreamtoys is a company incorporated in the People's Republic of China with limited liability and is principally engaged in the research and development, operation and promotion of trendy cultural products. Chengdu Dreamtoys injects the spirit of integration and innovation into product design and development with a global perspective, and combines blockchain technology, near-field sensing technology, digital interaction and other new digital modules to create a meta-universe IP ecosystem that communicates with digital content. Chengdu Dreamtoys has developed the IP Characters which could be used in the production of toys and figures, apparels and virtual images in games. The exclusive right of use of the IP Characters could complement the Company's design of the apparel targeted for the younger generation.

The Directors are of the view that the Licensing Agreement could allow the Group to expand its exposure to the trendy apparels market. The use of IP Characters in the development of apparel would also increase the variety of the Group's products. Having considered the above, the Directors considered that the Licensing Agreement is entered into on normal commercial terms and in the ordinary and usual course of business of the Company and in the interests of the Company and the shareholders of the Company as a whole.

By order of the Board

CEFC Hong Kong Financial Investment Company Limited

Tin Yat Yu Carol

Chairman and Executive Director

Hong Kong, 18 January 2022

As at the date of this announcement, the executive directors of the Company are Ms. Tin Yat Yu Carol, Mr. Cheung Ka Lung, Mr. Chan Ming Leung Terence and Mr. Gong Xiaohan; and the independent non-executive directors of the Company are Mr. Tang Shu Pui Simon, Mr. Hon Ming Sang and Ms. Lo Wing Sze JP.

** English name for identification purpose only.*