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SUN CHEONG CREATIVE DEVELOPMENT HOLDINGS LIMITED

新昌創展控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1781)

VOLUNTARY ANNOUNCEMENT UNUSUAL PRICE AND TRADING VOLUME MOVEMENTS

This announcement is made by Sun Cheong Creative Development Holdings Limited (the “**Company**”) on a voluntary basis.

The board of directors (the “**Board**”) of the Company have noted the recent fluctuation in the price and trading volume of the shares of the Company (the “**Shares**”).

Having made such enquiry with respect to the Company as is reasonable in the circumstances, the Board confirm that it is not aware of any reason that caused the fluctuation in the price and the trading volume of the Shares or of any information which must be announced to avoid a false market in the Company’s securities or of any inside information that needs to be disclosed under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the laws of Hong Kong).

Shareholders of the Company and prospective investors are advised to exercise caution when dealing in the securities of the Company.

This announcement is made by the order of the Company. The Board collectively and individually accepts responsibility for the accuracy of this announcement.

By Order of the Board
Sun Cheong Creative Development Holdings Limited
Tong Ying Chiu
Chairman and Executive Director

Hong Kong, 23 October 2019

As at the date of this announcement, the Executive Directors of the Company are Mr. Tong Ying Chiu, Ms. Ng Siu Kuen Sylvia, Mr. Tong Bak Nam Billy, Mr. Chan Kam Hon Ivan and the Independent Non-executive Directors of the Company are Mr. Leung Leslie Yau Chak, Mr. Cheung Ting Kin and Mr. Ip Hon Wah.