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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
EXCLUSIVE DEALERSHIPS IN AUTOMOBILE PRODUCTS

This announcement is made by the board of directors (the “**Board**”) of Sun Cheong Creative Development Holdings Limited (the “**Company**”) together with its subsidiaries (the “**Group**”) on a voluntary basis to keep the shareholders (the “**Shareholders**”) and potential investors informed of the latest business development of the Group.

Reference is made to the announcement of the Company dated 3 October 2019 in relation to establishment of Champion Motor and commencement of a new business segment of trading of cars and provision of related services by the Group (the “**Announcement**”). Unless the context requires otherwise, capitalised terms used in this announcement shall have the same meanings as those defined in the Announcement.

The directors of the Company (the “**Directors**”) are pleased to announce that Champion Motor, an indirect non-wholly owned subsidiary of the Company, has obtained exclusive dealership rights of two new product lines for the new business segment of trading of cars and provision of related services, namely, RacingLine and Quantum. RacingLine Group is a tier one partner of the Volkswagen Group and will supply high performance automobile parts for Volkswagen, Skoda and Audi cars to the Group. Quantum is an automobile film brand being produced by Saint-Gobain, a multinational high performance materials manufacturer based in France, and is specially designed for sports cars and luxury automobiles to protect them from ultraviolet rays and solar heat and against scratches.

The Directors believe that the RacingLine and Quantum products have great market prospects. Further, the new exclusive dealerships rights will help to enhance the competitiveness of the Group’s trading of cars and provision of related services and constitute an additional source of income and are beneficial to the Company and its shareholders as a whole.

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

Hong Kong, 21 October 2019

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