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CHerish Holdings Limited

東盈控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 2113)

VOLUNTARY ANNOUNCEMENT POSSIBLE FORMATION OF JOINT VENTURE WITH JIANGSU XINGQUAN CULTURAL BROADCASTING LIMITED

This is a voluntary announcement made by CHerish Holdings Limited (the “**Company**”).

The board (the “**Board**”) of directors of the Company is pleased to announce that, in exploring other business opportunities, the Company is in preliminary discussions with Jiangsu Xingquan Cultural Broadcasting Limited* (江蘇星全文化傳播股份有限公司) (“**Jiangsu Xingquan**”) in relation to formation of a joint venture company (“**Potential Transaction**”).

It is intended that the joint venture company will principally engage in new retail in cultural tourism, new service and development of educational and employment training.

In recent years, Jiangsu Xingquan has shown steady growth and good financial performance. Jiangsu Xingquan principally engages in management consultancy, training services, corporate development strategies and marketing. Jiangsu Xingquan was established by Mr. Chen Xingquan who is a distinguished professor of the “president development training” course in the executive master of business administration postgraduate program at Peking University, a researcher at the China Academy of Management Science* (中國管理科學研究院) and who is also one of the top ten corporate consultants in the People’s Republic of China.

As at the date of this announcement, discussions are still in progress and the parties have not agreed on any terms of the Potential Transaction. No legally binding agreement for the Potential Transaction has been entered into between the parties.

Further announcement(s) in relation to the Potential Transaction, if materializes, will be made as and when appropriate in compliance with the requirements under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

Shareholders and potential investors of the Company should note that there is no assurance that the Potential Transaction will materialize or eventually be consummated. Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
CHerish Holdings Limited
Zhang Chengzhou
Chairman

Hong Kong, 15 January 2019

As at the date of this announcement, the Board comprises Mr. Zhang Chengzhou, Mr. Cao Jun and Mr. Li Xiangzhong as executive Directors, Mr. Cao Qian as non-executive director and Mr. Cheung Wai Lun Jacky, Mr. Lee Chi Ming and Mr. Tang Chi Wai as independent non-executive directors.

** for identification only*