

Unless otherwise defined herein, capitalised terms in this announcement shall have the same meanings as those defined in the prospectus dated 29 November 2018 (the “Prospectus”) issued by Creative Enterprise Holdings Limited (the “Company”).

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This announcement is for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for any securities. Potential investors should read the Prospectus for detailed information about the Company and the Share Offer described below before deciding whether or not to invest in the Offer Shares thereby offered.

This announcement is not for release, publication, distribution, directly or indirectly, in or into the United States or any other jurisdiction where such distribution is prohibited by law. This announcement is not an offer to sell, or a solicitation of an offer to buy, any securities of the Company in the United States or in any other jurisdictions or an invitation to engage in any investment activity with respect to securities or investments of any kind. The Offer Shares have not been, and will not be, registered under the applicable securities laws and regulations of the United States, and may not be offered or sold in the United States except in accordance with the applicable securities laws and regulations of the United States. There will not and is not currently intended to be any public offer of the Offer Shares in the United States.

In connection with the Share Offer, the Stabilising Manager or any person acting for it, on behalf of the Underwriters may over-allocate or effect transactions with a view to stabilising or maintaining the market price of the Shares at such price, in such amounts and in such manner as the Stabilising Manager may determine at a level higher than that which might otherwise prevail in the open market for a limited period after the Listing Date. However, there is no obligation on the Stabilising Manager or any person acting for it to conduct any such stabilising activity, which if commenced, will be done at the absolute discretion of the Stabilising Manager and may be discontinued at any time. Any such stabilising activity is required to be brought to an end within 30 days of the last day for the lodging of applications under the Public Offer. Such stabilisation action, if commenced, may be effected in all jurisdictions where it is permissible to do so, in each case in compliance with all applicable laws, rules and regulatory requirements, including the Securities and Futures (Price Stabilising) Rules (Cap. 571W of the Laws of Hong Kong), as amended, made under the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

Potential investors should be aware that stabilising actions cannot be taken to support the price of the Shares for longer than the stabilising period which will begin on the Listing Date and expire on Thursday, 3 January 2019, being the 30th day after the last date for lodging applications under the Public Offer. After this date, no further stabilising action may be taken and demand for the Shares and the price of the Shares could fall.

Creative Enterprise Holdings Limited

創毅控股有限公司

(Incorporated in the Cayman Islands with limited liability)

SHARE OFFER

- Total Number of Offer Shares : 125,000,000 Shares (subject to the Over-allotment Option)**
- Number of Placing Shares : 112,500,000 Shares (subject to reallocation and the Over-allotment Option)**
- Number of Public Offer Shares : 12,500,000 Shares (subject to reallocation)**
- Offer Price : Not more than HK\$1.1 per Offer Share and expected to be not less than HK\$1.0 per Offer Share, plus brokerage of 1.0%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005% (payable in full on application in Hong Kong dollars and subject to refund)**
- Nominal value : HK\$0.01 per Share**
- Stock code : 3992**

Sole Sponsor



First Shanghai Capital Limited

Joint Bookrunners and Joint Lead Managers



First Shanghai Securities Limited



Haitong International Securities Company Limited

Application has been made by the Company to the Stock Exchange for the listing of, and permission to deal in, the Shares in issue and to be issued pursuant to the Share Offer (including (i) the Shares to be issued pursuant to the Capitalisation Issue, (ii) the Shares which may be issued pursuant to the exercise of the Over-allotment Option, and (iii) the Shares which may fall to be issued upon the exercise of any options which may be granted under the Share Option Scheme). Assuming that the Public Offer becomes unconditional at or before 8:00 a.m. in Hong Kong on Tuesday, 11 December 2018, it is expected that dealings in the Shares on the Main Board will commence at 9:00 a.m. on Tuesday, 11 December 2018. In the event that the Over-allotment Option is exercised, an announcement will be made by the Company on the website of the Stock Exchange at www.hkexnews.hk and the website of the Company at www.epsc.hk.

The Share Offer comprises the Public Offer of initially 12,500,000 Shares (subject to reallocation), representing 10% of the total number of Offer Shares available under the Share Offer and the Placing of initially 112,500,000 Shares (subject to reallocation and the Over-allotment Option), representing 90% of the total number of Offer Shares available under the Share Offer. The allocation of the Offer Shares between the Public Offer and the Placing will be subject to reallocation as described in the section headed “Structure and conditions of the Share Offer” in the Prospectus. In particular, the Joint Bookrunners (for themselves and on behalf of the Underwriters) may reallocate Offer Shares from the Placing to the Public Offer to satisfy valid applications under the Public Offer. In accordance with Guidance Letter HKEX-GL91-18 issued by the Stock Exchange, if such reallocation is done other than pursuant to Practice Note 18 of the Listing Rules, the final Offer Price shall be fixed at the low-end of the indicative Offer Price range (i.e. HK\$1.0 per Offer Share) stated in the Prospectus and the maximum total number of Offer Shares that may be reallocated to the Public Offer following such reallocation shall be not more than double the initial allocation to the Public Offer (i.e. 25,000,000 Offer Shares).

Subject to the granting of the approval for listing of, and permission to deal in, the Shares on the Stock Exchange and compliance with the stock admission requirements of HKSCC, the Shares will be accepted as eligible securities by HKSCC for deposit, clearance and settlement in CCASS with effect from the Listing Date or such other date as may be determined by HKSCC. Settlement of transactions between participants of the Stock Exchange is required to take place in CCASS on the second business day after any trading day. All activities under CCASS are subject to the General Rules of CCASS and CCASS Operational Procedures in effect from time to time. All necessary arrangements have been made to enable the Shares to be admitted into CCASS. Investors should seek the advice of their stockbroker or other professional advisers for details of the settlement arrangement as such arrangements may affect their rights and interests.

In connection with the Share Offer, the Company intends to grant the Over-allotment Option to the Placing Underwriters, exercisable in full or in part by the Joint Bookrunners (for themselves and on behalf of the Placing Underwriters). The Over-allotment Option gives the Joint Bookrunners (for themselves and on behalf of the Placing Underwriters) the right, exercisable at any time from the day on which trading of the Shares commences on the Stock Exchange up to and including the 30th day

after the last day for lodging applications under the Public Offer, to require the Company to allot and issue up to an aggregate of 18,750,000 additional Shares, representing 15% of the initial number of the Offer Shares at the Offer Price to cover, among other things, over-allocations in the Placing, if any.

The Offer Price will not be more than HK\$1.1 per Offer Share and is currently expected to be not less than HK\$1.0 per Offer Share, unless otherwise announced. Applicants under the Public Offer must pay, on application, the maximum Offer Price of HK\$1.1 per Offer Share plus a 1% brokerage fee, a 0.0027% SFC transaction levy and a 0.005% Stock Exchange trading fee. If an application is rejected, not accepted or accepted in part only, or if the Offer Price as finally determined is less than the maximum Offer Price of HK\$1.1 per Offer Share, the application monies, or the appropriate portion thereof, together with the related brokerage, SFC transaction levy and the Stock Exchange trading fee, will be refunded, without interest or the cheque or banker's cashier order will not be cleared. Further details are set out in the section headed "How to Apply for Public Offer Shares — 13. Refund of application monies" in the Prospectus.

Applications for the Public Offer Shares will only be considered on the basis of the terms and conditions set out in the Prospectus, the relevant Application Forms and the designated website (www.hkeipo.hk) in relation to the HK eIPO White Form.

Applicants who would like to have the allotted Offer Shares registered in their own names should either (i) complete and sign the **WHITE** Application Forms; or (ii) submit applications online through the designated website of the **HK eIPO White Form** Service Provider at www.hkeipo.hk under the **HK eIPO White Form** service. Applicants who would like to have the allotted Offer Shares registered in the name of HKSCC Nominees and deposited directly into CCASS for credit to their CCASS Investor Participant stock accounts or the stock accounts of their designated CCASS Participants maintained in CCASS should either (i) complete and sign the **YELLOW** Application Forms; or (ii) give **electronic application instructions** to HKSCC via CCASS.

Copies of the Prospectus, together with the **WHITE** Application Form, are available during normal business hours from 9:00 a.m. on Thursday, 29 November 2018 up to 12:00 noon on Tuesday, 4 December 2018 or such later time as described in the section headed "How to Apply for Public Offer Shares — 10. Effect of bad weather on the opening and the closing of the application lists" in the Prospectus from:

1. any of the following offices of the Joint Bookrunners and Joint Lead Managers:

First Shanghai Securities Limited	19/F., Wing On House 71 Des Voeux Road Central Hong Kong
Haitong International Securities Company Limited	22F., Li Po Chun Chambers 189 Des Voeux Road Central Hong Kong

2. any of the following office of the Co-Lead Managers:

AMC Wanhai Securities Limited 1605, 16/F, West Tower, Shun Tak Center
168–200 Connaught Road
Sheung Wan, Hong Kong

Grand China Securities Limited Unit 503, 5/F, Loke Yew Building
50–52 Queen’s Road Central
Central, Hong Kong

Huineng Securities Limited Unit 6111–6112
61/F., The Center
99 Queen’s Road Central
Hong Kong

Shun Loong Securities Company Limited 1801, 18/F, Lee Garden Five
18 Hysan Avenue, Causeway Bay
Hong Kong

2. any of the following branches of DBS Bank (Hong Kong) Limited, the receiving bank for the Public Offer:

District	Branch name	Address
Hong Kong Island	United Centre Branch	Shops 1015–1018 on 1/F & Shops 2032–2034 on 2/F, United Centre, 95 Queensway, Admiralty
	Queen’s Road East — DBS Treasures	Shop A, G/F, Jonsim Place, 228 Queen’s Road East, Wanchai
Kowloon	Amoy Plaza Branch	Shops G193–195, Amoy Plaza, 77 Ngau Tau Kok Road, Ngau Tau Kok, Kowloon
	Nathan Road — SME Banking Centre	2/F, Wofoo Commercial Building, 574–576 Nathan Road, Mongkok, Kowloon
New Territories	Ma On Shan Branch	Shops 205–206, Level 2, Ma On Shan Plaza, Ma On Shan

Copies of the Prospectus, together with the **YELLOW** Application Form, may be available during normal business hours from 9:00 a.m. on Thursday, 29 November 2018 until 12:00 noon on Tuesday, 4 December 2018 from the Depository Counter of HKSCC at 1/F, One & Two Exchange Square, 8 Connaught Place, Central, Hong Kong or from your stockbrokers.

The **WHITE** or **YELLOW** Application Form completed in all respects in accordance with the instructions printed thereon, to which cheques or banker's cashier orders made payable to "**TING HONG NOMINEES LIMITED — CREATIVE ENTERPRISE PUBLIC OFFER**" for payment, should be deposited in the special collection boxes provided at any of the branches of the receiving bank listed above at the following times:

9:00 a.m. to 5:00 p.m. — Thursday, 29 November 2018
9:00 a.m. to 5:00 p.m. — Friday, 30 November 2018
9:00 a.m. to 1:00 p.m. — Saturday, 1 December 2018
9:00 a.m. to 5:00 p.m. — Monday, 3 December 2018
9:00 a.m. to 12:00 noon — Tuesday, 4 December 2018

The application lists will be open from 11:45 a.m. to 12:00 noon on Tuesday, 4 December 2018, the last application day or such later time as described in the section headed "How to Apply for Public Offer Shares — 10. Effect of bad weather on the opening and the closing of the application lists" in the Prospectus.

Applicants applying by **HK eIPO White Form** service may submit applications through the designated website of the **HK eIPO White Form** service at www.hkeipo.hk from 9:00 a.m. on Thursday, 29 November 2018 up to 11:30 a.m. on Tuesday, 4 December 2018 or such later time as described in the section "How to Apply for Public Offer Shares — 10. Effect of bad weather on the opening and the closing of the application lists" in the Prospectus (24 hours daily, except on the last application day).

CCASS Participants can input electronic application instructions from 9:00 a.m. on Thursday, 29 November 2018 up to 12:00 noon on Tuesday, 4 December 2018 or such later time as described in the section headed "How to Apply for Public Offer Shares — 10. Effect of bad weather on the opening and the closing of the application lists" in the Prospectus.

Please refer to the sections headed "Structure and conditions of the Share Offer" and "How to Apply for Public Offer Shares" in the Prospectus for details of the conditions and application procedures of the Public Offer.

The Company expects to publish the announcement on the final Offer Price, the level of indications of interest in the Placing, the level of applications under the Public Offer and the basis of allocation of the Public Offer Shares (i) on the website of the Stock Exchange (www.hkexnews.hk); and (ii) on the Company's website (www.cpssc.hk) on Monday, 10 December 2018. The results of allocations (with the Hong Kong identity card/passport/Hong Kong business registration numbers of successful applicants, where applicable) under the Public Offer will be available through a variety of channels from Monday, 10 December 2018 as described in the section headed "How to Apply for the Public Offer Shares — 11. Publication of results" in the Prospectus.

No temporary document of title will be issued in respect of the Shares. No receipt will be issued for sums paid on application. Share certificates for the Offer Shares will only become valid certificates of title at 8:00 a.m. on Tuesday, 11 December 2018, provided that (i) the Share Offer has become unconditional in all respects and (ii) the right of termination described in the section headed “Underwriting — Underwriting Arrangements and Expenses — Public Offer — Grounds for termination” in the Prospectus has not been exercised.

Assuming that the Share Offer becomes unconditional at or before 8:00 a.m. in Hong Kong on Tuesday, 11 December 2018, dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Tuesday, 11 December 2018. The Shares will be traded in board lots of 2,000 Shares. The stock code of the Shares is 3992.

By Order of the Board of Director
Creative Enterprise Holdings Limited
Poon Kin Leung
Chairman and Executive Director

Hong Kong, 29 November 2018

As at the date of this announcement, the Board comprises Mr. Poon Kin Leung, Mr. Lee Siu Wah Albert, Mr. Lam Siu Hung Christopher, Mr. Wong King Cheung, Mr. Lai Wai Man and Mr. Wu Ka Chai as executive Directors; and Mr. Wong Chung Kin Quentin, Mr. Tang Yiu Ming and Mr. Wong Si Yuen as independent non-executive Directors.