

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

Values Cultural Investment Limited

新石文化投資有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1740)

APPOINTMENT OF CHIEF OPERATING OFFICER AND CHIEF MARKETING OFFICER

The Board hereby announces that:

1. Mr. Liu Tieqiang (劉鐵強), an executive Director, has been appointed as the Chief Operating Officer of the Company with effect from 22 July 2025; and
2. Mr. Gui Xiaohua (桂瀟驊), has been appointed as the Chief Marketing Officer of the Company with effect from 22 July 2025.

APPOINTMENT OF CHIEF OPERATING OFFICER

This announcement is made by the board (the “**Board**”) of directors (the “**Directors**”) of Values Cultural Investment Limited (the “**Company**”, together with its subsidiaries, the “**Group**”).

The Board hereby announces that Mr. Liu Tieqiang (劉鐵強) (“**Mr. Liu**”), aged 46, an executive Director who was appointed in April 2023, has been appointed as the Chief Operating Officer of the Company with effect from 22 July 2025.

Mr. Liu is qualified as a lawyer and a registered accountant in the People’s Republic of China (the “**PRC**”) and has extensive experience in the capital market and the corporate finance industry. From November 2024 to the present, Mr. Liu has served as the chief consultant of Shanghai Kaishuo Investment Management Co., Ltd.* (上海凱燦投資管理有限公司). From October 2006 to October 2024, Mr. Liu held managerial positions in various investment banks in the PRC. Mr. Liu obtained a bachelor’s degree in economics from Jilin University (吉林大學) in 2001 and a master’s degree in laws from East China University of Political Science and Law (華東政法大學) in 2008. Following his appointment, Mr. Liu will continue to serve as the executive Director.

APPOINTMENT OF CHIEF MARKETING OFFICER

The Board hereby announces that Mr. Gui Xiaohua (桂瀟驊) (“**Mr. Gui**”), aged 41, has been appointed as the Chief Marketing Officer of the Company with effect from 22 July 2025.

Mr. Gui has 20 years of experience in market operations of internet enterprises and product management. Mr. Gui is experienced in the internet industry, encompassing marketing, product management, and platform operations and has demonstrated keen market insight along with strong user and data analysis capabilities. Mr. Gui has previously held management positions at various renowned internet companies. He served as the chief marketing officer at Hongtao Co., Ltd.* (洪濤股份優裝網), the product specialist of Alibaba, and the product line leader for the open platform at Suning.com* (蘇甯易購). Mr. Gui obtained a bachelor's degree in e-commerce from the School of Economics and Management at Southeast University* (東南大學經管學院).

The Board would like to take this opportunity to extend its welcome to Mr. Liu and Mr. Gui for their new appointments.

By order of the Board
Values Cultural Investment Limited
Liu Naiyue
Chairman and executive Director

Hong Kong, 22 July 2025

As at the date of this announcement, the Board comprises Mr. Liu Naiyue, Ms. Cai Xiaoxin, Ms. Liu Peiyao, Ms. Li Fang, Mr. Liu Tieqiang and Mr. Qu Guohui as executive Directors; Mr. Shao Hui as non-executive Director; Mr. Xian Guoming, Mr. Xu Zongzheng, Mr. Zhong Mingshan and Ms. Liu Jingping as independent non-executive Directors.

* *The English translation of the names in Chinese which is marked with “*” is for identification purpose only.*