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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 MCCOURT ASIA LIMITED TO DIVERSIFY INTO THE CULTURAL TOURISM BUSINESS

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 McCourt Asia Limited in relation to formation of a joint venture company (“**Potential Transaction**”).

It is intended that the joint venture company will principally engage in cultural tourism, real estates, finance, and its related businesses, the promotion of the equestrian global champions tour and league, the use of artificial intelligence in equestrian sports and football and the use of big data in sports.

McCourt Asia Limited and its group companies is a family-owned and family-run business that focuses on creating long-term value through philanthropic and strategic investments, which principally engages in investments in real estates, finance, sports, media, communications and international equestrian championships.

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, 10 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.