

27 September 2019

**High Concentration of Shareholding
in
S. Culture International Holdings Limited (Stock Code: 01255)**

This announcement is made by the Securities and Futures Commission (“SFC”) in respect of the concentration of the shareholding of S. Culture International Holdings Limited (“the Company”) in the hands of a limited number of shareholders as at 16 September 2019.

In view of the high concentration of shareholding in a small number of shareholders, shareholders and prospective investors should be aware that the price of the shares of the Company (“Shares”) could fluctuate substantially even with a small number of Shares traded, and should exercise extreme caution when dealing in the Shares.

The SFC has recently completed an enquiry into the shareholding of the Company. Our findings suggested that as at 16 September 2019, a group of 20 shareholders held an aggregate of 44,938,000 Shares, representing 21.00% of the issued Shares. Such shareholding, together with an aggregate of 149,993,617 Shares (representing 70.09% of the issued Shares) held by the controlling shareholder of the Company, represented 91.09% of the issued Shares as at 16 September 2019. Therefore, only 19,068,383 Shares (representing 8.91% of the issued Shares) were held by other shareholders.

As at 16 September 2019, the shareholding structure of the Company was as follows:-

	Number of Shares held (Shares)	% of total number of issued Shares (%)
Shang Ying Financial Holding Co., Ltd (<i>Note 1</i>)	149,993,617	70.09
A group of 20 shareholders	44,938,000	21.00
Other shareholders	19,068,383	8.91
Total	214,000,000	100.00

Note 1: Shang Ying Financial Holding Co., Ltd is a wholly-owned subsidiary of Shang Ying International Holdings Limited, which is in turn wholly-owned by Mr. Yang Jun (the Chairman and an Executive Director of the Company).

During the period between 2 January 2019 and 27 February 2019, the closing price of the Shares increased by 44% from HK\$2.35 on 31 December 2018 to HK\$3.38 on 27 February 2019 with an average daily trading volume of 128,105 Shares.

The closing price of the Shares increased by 285% from HK\$3.38 on 27 February 2019 to HK\$13.00 on 18 April 2019, while the average daily turnover also increased to 709,341



Shares. Since then, the price of the Shares eased gradually and closed at \$7.91 on 16 September 2019, with a reduced average daily turnover of 210,507 shares.

Since 28 February 2019, the Company had made, inter alia, the following announcements:

- On 28 March 2019, the Company announced the annual results for the year ended 31 December 2018, reporting a loss attributable to the owners of the Company of \$1,749,000, representing a decrease of 96% from a loss attributable to owners of the Company of \$43,442,000 recorded for the corresponding period in 2017.
- On 8 May 2019, the Company announced the formation of a joint venture company in the PRC to principally engage in hospital management, health management consulting, medical technology and internet technology in the PRC.
- On 3 June 2019, the Company proposed to place convertible bonds in an aggregate principal amount of up to HK\$200,000,000 at the conversion price of HK\$15.00 under general mandate. The Company subsequently announced the lapse of the placing agreement on 30 July 2019.
- On 28 August 2019, the Company announced the interim results for the six months ended 30 June 2019, reporting a loss attributable to the owners of the Company of \$3,155,000, representing an increase of 655% from loss attributable to the owners of the Company of \$418,000 recorded for the corresponding period in 2018.

As at 26 September 2019, the price of the Shares closed at HK\$8.00, which was 137% higher than the closing price of HK\$3.38 on 27 February 2019.

In view of the high concentration of shareholding in a small number of shareholders, shareholders and prospective investors should be aware that the price of the Shares could fluctuate substantially even with a small number of shares traded, and should exercise extreme caution when dealing in the Shares.

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