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**ACTIVATION GROUP**  
**艾德韦宣**  
**Activation Group Holdings Limited**  
**艾德韋宣集團控股有限公司**  
*(Incorporated in the Cayman Islands with limited liability)*  
**(Stock Code: 9919)**

**VOLUNTARY ANNOUNCEMENT**

This is a voluntary announcement made by the board of directors (the “**Board**”) of Activation Group Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”).

On 29 September 2021, Brightly Sky Company Limited, a substantial shareholder of the Company, has declared dividend to its sole shareholder, ACT Partners Global Ltd. (“**ACT Partners**”), which will be satisfied by the distribution-in-specie of an aggregate of 16,771,245 ordinary shares of HK\$0.0001 each of the Company to ACT Partners, which will eventually transfer to its ultimate shareholders, who are the directors and senior management of the Company, as an incentive to these directors and senior management of the Company for their continual contribution to operation and development of the Group through their participation as direct shareholders of the Company.

By order of the Board  
**Activation Group Holdings Limited**  
**Lau Kam Yiu and Ng Bo Sing**  
*Joint-Chairmen*

Shanghai, PRC, 30 September 2021

*As at the date of this announcement, the Board comprises four executive Directors, namely, Mr. Lau Kam Yiu, Mr. Ng Bo Sing, Mr. Chan Wai Bun and Ms. Low Wei Mun and three independent non-executive Directors, namely, Ms. Cheung Siu Wan, Mr. Yu Longjun and Dr. Cheung Wah Keung.*