Stream Ideas Group Limited
源想集團有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock code: 8401)

VOLUNTARY ANNOUNCEMENT
BUSINESS UPDATE

This is a voluntary announcement made by Stream Ideas Group Limited (the "**Company**", and together with its subsidiaries, the "**Group**").

The board of directors (the "**Board**") of the Company is pleased to announce that on 24 October 2019, Creative Mind Limited (the "**Purchaser**"), a wholly-owned subsidiary of the Company, entered into a share purchase agreement with, among others, Cyber Credit Technology (Hong Kong) Limited (the "**Seller**"), as the seller of the Sale Shares (as defined below), for the purchase of 1.6026% of shareholdings (the "**Sale Shares**") in Asia Interactive Content Holdings Limited (the "**Target Company**") at a consideration of HK$5,000,000 (the "**Transaction**"). The Directors are of the view that the Transaction is fair and reasonable and is on normal commercial terms and in the interests of the Company and its shareholders as a whole.

Completion of the Transaction is conditional upon, among others, (i) the Seller and the Target Company having passed the board resolutions approving the Transactions; and (ii) all necessary consents and approval required for completion of the Transaction being obtained by the Purchaser and the Seller, and is expected to be on or before 1 November 2019.

REASONS FOR AND BENEFITS OF THE TRANSACTION

The Target Company is a company incorporated in the Cayman Islands with limited liability. The principal business activity of the Target Company and its subsidiaries is to provide marketing agency services, including brand building, digital and social media marketing, video production, online and offline strategies and event management.

The directors of the Company (the "**Directors**") believes that the Transaction will be beneficial to the Group's future development. An indirect wholly-owned subsidiary of the Target Company, Gimmick Box Limited, is one of the affiliated members of the Association of Accredited Advertising Agencies of Hong Kong (HK4As) in Hong Kong, and its target audience is mainly in Hong Kong market and has been expanding into the PRC market. The Directors expect the investment in the Target Company not only can bring synergies by forming closer strategic relationship between the Group and the Target Company for extending social media coverage and providing business referral opportunities, this can also assist the business of the Group to gain access to the PRC market.

IMPLICATIONS UNDER THE GEM LISTING RULES

All relevant applicable percentage ratios (as defined under the Rules Governing the Listing of Securities on GEM of the Stock Exchange of Hong Kong Limited (the "**GEM Listing Rules**")) for the Transaction as calculated under chapter 19 of the GEM Listing Rules are less than 5%. Therefore, the Transaction is not subject to any disclosure requirements pursuant to chapter 19 of the GEM Listing Rules. This announcement is made on a voluntary basis to provide a business update of the Company to the investors.

INFORMATION OF THE GROUP AND THE SELLER

The Group is a digital media company and its principal business activity is to provide online advertising services to brand owners and advertising agencies through its own platforms.

The Seller is an investment holding company incorporated in Hong Kong with limited liability.

To the best of the knowledge, information and belief of the Directors and having made all reasonable enquiries, the Seller and the Target Company are not connected persons (as defined in the GEM Listing Rules) of the Company and are third parties independent of the Company and its connected persons.

By Order of the Board
Stream Ideas Group Limited
Law Ka Kin
Executive Director

Hong Kong, 24 October 2019

As at the date of this announcement, the Board of Directors comprises four executive Directors, namely Ms. Cheung Lee, Mr. Law Ka Kin, Mr. Lee Wing Leung Garlos and Mr. Leung Wai Lun; one nonexecutive Director, namely Mr. Lin Hung Yuan; and three independent non-executive Directors, namely Mr. Kwan Chi Hong, Mr. Fenn David and Mr. Ho Ho Tung Armen.