

PRESS RELEASE

FOR IMMEDIATE RELEASE

Haitong International Successfully Completed an IPO Deal for BRIGHT CULTURE

Hong Kong, 13 March, 2020 – Haitong International Securities Group Limited (“Haitong International”; 665.HK) has completed an IPO deal in Hong Kong for China Bright Culture Group (“BRIGHT CULTURE”; 1859.HK), for which its corporate finance team and global capital market team acted as Joint Sponsors, Joint Global Coordinator, Joint Bookrunner and Joint Lead Manager.

Bright Culture is a growing independent producer of variety programs in China. In a highly fragmented industry of more than 18,000 companies licensed to operate, Bright Culture were the 8th largest independent producer of variety programs in China with a 0.6% share of the variety program market in terms of 2018 revenue, with the largest not exceeding 3%, according to the F&S Report. Bright Culture’s variety program revenue growth rate from 2017 to 2018 was one of the highest among the twenty largest industry participants, according to the same source. Shares of Bright Culture were successfully listed on the Hong Kong Stock Exchange today.

Haitong International has completed 9 IPOs in Hong Kong, 10 IPOs and 11 equity financing deals globally so far this year.

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Haitong International Securities Group Limited



Haitong International Securities Group Limited (“Haitong International”; Stock Code: 665.HK), together with its subsidiaries, is an international financial institution with established presence in Hong Kong and a rapidly expanding network across the globe. It strives to serve as a bridge linking up the Chinese and overseas capital markets. The parent company of Haitong International is Haitong Securities Co. Ltd (“Haitong Securities”, Stock Code: 600837.SH; 6837.HK).

To date, Haitong International has well positioned to serve about 200,000 corporate, institutional, as well as retail and high-net worth clients worldwide. Its well-established financial services platform provides corporate finance, wealth management, asset management, institutional clients (key businesses include fixed income, currency and commodities (FICC), derivatives, institutional equities) and investments business, and a full spectrum of financial products and services. Haitong International possesses a sound risk management system that is in line with international standards. The company has been assigned a “Baa2” long-term issuer rating by Moody’s and a “BBB” long-term credit rating by Standard and Poor’s. Haitong International has a global financial servicing network covering the world’s major capital markets including Hong Kong, Singapore, New York, London, Tokyo, Mumbai, and Sydney, thereby making it to be a leading global financial institution with international competitiveness, systematic importance and brand influence.

For further information, please contact:

Haitong International Securities Group Limited

Sarah Yan

Tel : (852) 2213 8588

Email: sarah.th.yan @htisec.com