

通告 CIRCULAR

Subject: **Delisting of SHANGHAI NEW CULTURE MEDIA GROUP CO.,LTD. (SZSE Stock Code: 300336) (CCASS Stock Code: 77336)**

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CCASS Participants are requested to note that SHANGHAI NEW CULTURE CO.,LTD. (SZSE Stock Code: 300336) (CCASS Stock Code: 77336) (“NEW CULTURE”) has issued an [announcement](#) (Chinese only) on Shenzhen Stock Exchange (“SZSE”) website. It states that the security will enter into a Delisting Arrangement Period (退市整理期) for 15 trading days (the “Delisting Arrangement Period”), i.e. the final period during which NEW CULTURE shares can be traded on SZSE before they are delisted from SZSE.

The Delisting Arrangement Period will commence from 12 June 2023 and trading of NEW CULTURE shares on SZSE will be resumed on the same date. The Delisting Arrangement Period is currently expected to end on 04 July 2023. Afterwards, NEW CULTURE shares will be delisted from SZSE. NEW CULTURE shares are Special China Connect Securities which are eligible for sell only in Northbound trading during the Delisting Arrangement Period.

For any investor who wishes to sell any NEW CULTURE share through China Connect Service, it may only be able to do so on or before the end of the Delisting Arrangement Period. Upon completion of the delisting from SZSE, NEW CULTURE shares will be removed from the list of Special China Connect Securities and investors will no longer be allowed to buy or sell NEW CULTURE shares through China Connect Service.

Cessation of CCASS services after delisting

Pursuant to Rule 502 of the General Rules of CCASS (“CCASS Rules”), NEW CULTURE shares will cease to be Eligible Securities after its delisting from SZSE. HKSCC will thereafter cease to render services in respect of NEW CULTURE shares pursuant to Rule 503 of the CCASS Rules.

As physical withdrawal of NEW CULTURE shares from CCASS is not available, HKSCC will continue to hold NEW CULTURE shares under a dummy Stock Code of 45968 for CCASS Participants in their Stock Account after its delisting. Please note that as HKSCC will cease to provide the services contemplated under the CCASS Rules with respect to NEW CULTURE shares after its delisting from SZSE, notwithstanding any holding of NEW CULTURE shares in a CCASS Participant’s Stock Account, HKSCC shall have no obligation to notify CCASS Participants of any news with regarding to NEW CULTURE or to act on any instruction or communication given or purported to be given with respect to any NEW CULTURE share. In the worst case scenario, a CCASS Participant may never be able to exercise its rights and entitlements accruing to its NEW CULTURE shares or to dispose of its NEW CULTURE shares after the end of the Delisting Arrangement Period.

CCASS Participants are urged to consider the potential liquidity risk and other limitations as well as restrictions on holding NEW CULTURE shares after the end of the Delisting Arrangement Period and promptly take all necessary actions where appropriate.

Wil Tang

Vice President

Depository and Nominee Services