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世大控股有限公司  
**GREAT WORLD COMPANY HOLDINGS LTD**  
*(Incorporated in the Cayman Islands with limited liability)*  
**(Stock Code: 8003)**

**VOLUNTARY ANNOUNCEMENT – BUSINESS UPDATE**

This announcement is made by Great World Company Holdings Ltd (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis for the purpose of keeping the shareholders of the Company (the “**Shareholders**”) and potential investors informed of the latest business update of the Group.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that 江西慧奈美科技有限公司 (Jiangxi Huinamei Keji Limited\*), an indirect wholly-owned subsidiary of the Company, intends to tap into cultural tourism resources and develop rural characteristic tourism products. This strategy aims to drive the sales of luxury goods, arts and crafts, and cultural and creative products through cultural tourism in tourism hot spots in China.

With the development of rural tourism, Jiangxi Huinamei Keji Limited will focus on the integration of cultural tourism and product sales, creating a unique business model that integrates culture and tourism.

The Group has accumulated extensive expertise and network of channels since it started providing intelligent advertising and Railroad Media services in 2019 and has been looking to expand organically within the high-speed railroad ecosystem to broaden the services provided. This new business potentially provides synergistic opportunities with these resources which can provide additional venues and channels for sales of these products.

Accordingly, the Board is of the view that the development of cultural tourism business in China is beneficial to the Group and in the interest of the Company and the Shareholders as it has the potential to make future contribution to the Group.

This voluntary announcement is intended to enable the Shareholders and potential investors to understand the latest business update of the Group. Further announcement regarding the business development of the Company will be made as and when appropriate.

By order of the Board  
**Great World Company Holdings Ltd**  
**Ng Mui King, Joky**  
*Chairman*

Hong Kong, 25 May 2023

*As at the date of this announcement, the Board comprises (i) three executive directors, namely Mr. Zhang Yanqiang, Mr. Gu Zhonghai and Mr. Zhao Xinyan; (ii) one non-executive director, namely Ms. Ng Mui King, Joky; and (iii) three independent non-executive directors, namely Mr. Chung Koon Yan, Ms. Zhao Yongmei and Mr. Jing Baoli.*

*This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The directors of the Company, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.*

*This announcement will remain on the “Latest Company Announcements” page of the GEM website ([www.hkgem.com](http://www.hkgem.com)) for at least 7 days from the date of its publication and on the Company’s website ([www.gwchl.com](http://www.gwchl.com)).*

\* *For identification purposes only*