

Press Release

**Strategic Cooperation and Signing Ceremony of
Lai Sun Group and Bauhinia Culture Group Co., Ltd**

**A New Chapter for Cultural and Creative Industries in the
Guangdong-Hong Kong-Macao Greater Bay Area**

Lai Sun Group and Bauhinia Culture Group Co., Ltd held a signing ceremony on 20 June 2022 (today), announcing their strategic cooperation in film and music production and investments. Both parties will leverage on each other's strengths and resources within the creative industries to capture opportunities arising from the integration of Hong Kong's cultural entertainment sector into the development of the Greater Bay Area. More importantly, the cooperation aims to provide relevant career opportunities for the next generation and promote Chinese culture to the rest of the world.

Mr. Mao Chaofeng, the chairman of Bauhinia Culture Group Co., Ltd, said in his speech that the outline of the "14th Five-Year Plan" clearly states its support to develop a global exchange hub for culture and the arts in Hong Kong. The "Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area" states that Hong Kong is encouraged to play its role as a cultural exchange platform between China and the West, spreading the excellent traditional Chinese culture globally. The active cooperation between Bauhinia Culture Group Co., Ltd and Lai Sun Group in the cultural field is conducive to further strengthening the advantages of Hong Kong's film and television resources, providing a broader development space for cultural and artistic talents in the Greater Bay Area; it also serves as a bridge between the Mainland China and Hong Kong and Macao, deepening their cultural and artistic exchanges and cooperation; it allows Hong Kong to give full play to its unique advantage of integrating Chinese culture with foreign ones as well, extending the influence of Chinese culture to every corner of the globe.

Dr. Lam Kin Ngok, Peter, the chairman of Lai Sun Group, said in his speech that there are two major advantages in the current development of the cultural and creative industries in the Guangdong-Hong Kong-Macao Greater Bay Area: (1) the establishment of the Greater Bay Area deepens cultural cooperation, jointly building a "Cultural Bay Area"; (2) the "14th Five-Year Plan" supports Hong Kong in becoming a global exchange hub for culture and the arts.



At today's signing ceremony, both parties announced a series of cooperation plans. For film related initiatives, both parties will jointly invest and produce ten movies, enabling the younger generation in the industry to realize their dreams and aspirations within the Greater Bay Area, leveraging on historically proven talent base and experience of the film industry in Hong Kong.

As a tribute to the 25th anniversary of Hong Kong's handover to China, the first co-produced film *Look Up* (《一樣的天空》) will be released on 23rd of June. Moreover, *The Ladder* (《天梯》), a science fiction thriller to be jointly produced with One Cool group is also announced. The production will be based in Lai Sun owned Novotown in Hengqin, using latest *virtual production* techniques.

For the music sector initiatives, both parties will be organizing a singing and talent competition in the Greater Bay Area. The competition will be held in various Greater Bay Area cities, with the aim of discovering new talent in the music industry and cultural exchange in music within the Greater Bay Area.

It is also announced that China Aerospace Science and Technology Corporation (“CASC”) will join hands with both Bauhinia Culture Group Co., Ltd and Lai Sun Group in developing facilities for cultural tourism in Novotown, Hengqin. Attractions will include an education and experience center for aerospace science. The first experience project "Aerospace Dream in Mainland China" (「航天放飛中國夢」), will be officially opened at Novotown on the 1st of July. As a tribute to the 25th anniversary of Hong Kong's handover to China, the exhibition aims to increase the patriotic awareness of our next generation in the Greater Bay Area, specifically on China's current aerospace development and achievements.

The signing ceremony was held at the Hong Kong Convention and Exhibition Center. Louis Koo and Leon Lai attended the ceremony today as cooperative participants.

(End)

For more information, please contact Mr Eric Lam at 93789531
Lai Sun Group
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Attachment

Information on Bauhinia Culture Group Co., Ltd

Based in Hong Kong, Bauhinia Culture Group Co., Ltd is a comprehensive, large-scale state-owned enterprise, focusing on the development of five major business sectors including film and television, media and information, publication and distribution, cultural tourism and performances, and financial investment. Bauhinia Culture Group Co., Ltd is committed to telling the world good stories about China and to promoting Chinese culture.

Information on Lai Sun Group

Founded in 1947, Lai Sun Group is a comprehensive conglomerate with a long history in Hong Kong. Its businesses cover cultural entertainment, cinema, property development and investment, hotels, catering, etc. The five listed companies under the group include Lai Sun Garment, Lai Sun Development, eSun Holdings, Lai Fung Holdings and Media Asia Group.

Information on Hengqin Novotown

Under Lai Sun Group, Hengqin Novotown is an international leisure and tourism complex with the theme of culture and creativity, located in Guangdong-Macao In-Depth Cooperation Zone in Hengqin. The project has a planned GFA of 1,460,000 square meters and will be developed in five phases. The first phase of the project has been put into operation, covering tourism, culture, art, research and education, and entertainment, and providing commercial, retail, catering and five-star hotel services.