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Amuse Group Holding Limited

佰悅集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 8545)

APPOINTMENT OF NON-EXECUTIVE DIRECTOR

The board (the “**Board**”) of directors (the “**Directors**”) of Amuse Group Holding Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) is pleased to announce that Mr. Na Zhiming (“**Mr. Na**”) has been appointed as a non-executive Director with effect from 16 November 2018.

Mr. Na, aged 43, has been a director of Amuse Luck Limited, a wholly-owned subsidiary of the Group, since 15 September 2018, and he is responsible for overseeing the management and business operation of the US market. Mr. Na obtained a bachelor degree in finance from Dongbei University of Finance & Economics and he has over 10 years of experience in chain business merchandising and online business operation. Prior to joining the Group, Mr. Na had worked as a vice president in ChinaNet Online Holdings, Inc. (中網載綫控股有限公司) (NASDAQ: CNET) from September 2015 to August 2018 where he was responsible for the chain business. He had also worked as a chief executive officer of www.28.com from September 2015 to August 2018, where he was responsible for the operational management of the overseas page of www.28.com. Further, Mr. Na had worked as a chief executive officer of Beijing Zhongwang Venture Capital Investment Co., Ltd. (北京中網創投投資有限公司) from January 2016 to May 2017, where he was responsible for the operational management of CNET Business School. Mr. Na has been working as a chief operating officer of Shanghai Tianshi Enterprise Co., Ltd. (上海天仕實業有限公司) since June 2017 where he was responsible for the operational management of the BENTLEY brand in the Greater China. Mr. Na has also been working as a chief executive officer of Bentley Life Co. Ltd since June 2017 and is responsible for setting and positioning the brand image of BENTLEY in the Greater China and formulating its core value.

Mr. Na entered into a letter of appointment with the Company on 16 November 2018. His directorship in the Company shall be for a term of two years commencing from 16 November 2018, subject to retirement by rotation and re-election at the annual general meeting of the Company in accordance with the requirements of the articles of association of the Company. Mr. Na is not entitled to any remuneration. The remuneration of Mr. Na will be determined by the Board with recommendation of the remuneration committee of the Company after considering a range of factors including his future performance and contribution to the Group, the remuneration structure of the Group, the prevailing market conditions, and the performance and results of the Group.

Mr. Na is a director or supervisor of the following companies, which their business licences have been revoked, with details as follows:

Company name	Place of incorporation	Mr. Na's position	Nature of business	Date of revocation of business licence	Reason(s) of revocation of business licence
上海那生瑞商貿有限公司 (Shanghai Nashengrui Trading Limited)*	The People's Republic of China	Executive director	Sales of consumer products including textile and garments, electronic products, plastic products, household items, etc.	2 June 2018	Failure to commence business within six months from its establishment or, after commencement of business, voluntarily cease to operate for a consecutive of six months
那氏(大連)海產品有限公司 (Na's (Dalian) Marine Products Limited)*	The People's Republic of China	Supervisor	Sales of marine products and general trading	14 June 2018	Failure to commence business within six months from its establishment or, after commencement of business, voluntarily cease to operate for a consecutive of six months

As at the date of this announcement, save as disclosed herein, Mr. Na (i) does not have any relationship with any Director, senior management or substantial or controlling shareholders of the Company; (ii) has not held any directorship in other public companies, the securities of which are listed in Hong Kong or on any overseas securities market in the past three years; (iii) does not hold any other positions with other members of the Group; and (iv) does not have any interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Save as disclosed herein, there are no other matters that need to be brought to the attention to the shareholders of the Company regarding the appointment of Mr. Na and there is no other information that is required to be disclosed under the requirements of Rule 17.50(2)(h) to (2)(v) of the Rules Governing the Listing of Securities on the GEM of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”).

The Board would like to take this opportunity to welcome Mr. Na for joining the Board.

By order of the Board
Amuse Group Holding Limited
Li Wai Keung
Chairman and Executive Director

Hong Kong, 16 November 2018

As at the date of this announcement, the Board comprises Mr. Li Wai Keung, Mr. To Hoi Pan and Ms. Lee Kwai Fong as executive Directors; Mr. Na Zhiming as non-executive Director; and Mr. Yu Pui Hang, Mr. Tung Man and Ms. Chow Chi Ling Janice as independent non-executive Directors.

This announcement, for which all the Directors 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, 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 in this announcement misleading. This announcement will remain on the website of Stock Exchange at www.hkexnews.hk on the “Latest Information” page for at least 7 days from the date of its posting and will be published on the Company’s website at www.amusegroupholding.com.

* *For identification purposes only*