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世紀娛樂國際控股有限公司

CENTURY ENTERTAINMENT INTERNATIONAL HOLDINGS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 959)

ELECTION OF MEANS OF RECEIPT AND LANGUAGE OF CORPORATE COMMUNICATIONS

The Company announces that, pursuant to Rules 2.07A and 2.07B of the Listing Rules and the Bye-Laws, the Company is making arrangements to ascertain the preferences of the Shareholders with respect to the election of the means of receipt and language(s) of future Corporate Communications.

If the Company does not receive Shareholders' response on or before 30 April 2021, Shareholders are deemed to have agreed to receive all future Corporate Communications through the Website Version.

INTRODUCTION

In support of environmental protection, to increase efficiency in communication with the Shareholders and to save printing and mailing costs, the arrangements described below have been made by the Company pursuant to Rules 2.07A and 2.07B of the Listing Rules and the Bye-Laws, to ascertain the preferences of the Shareholders with respect of means of receipt (in printed form or by Website Version) (as defined hereunder) and language(s) (in English version only, in Chinese version only or in both English and Chinese versions) of all future Corporate Communications.

Shareholders are entitled to change the election of means of receipt and/or language(s) of the Corporate Communications at any time by serving reasonable notice in writing to the Hong Kong Branch Share Registrar.

PROPOSED ARRANGEMENTS

In accordance with Rules 2.07A and 2.07B of the Listing Rules and the Bye-Laws, the following arrangements will be made by the Company:

1. The Company will send a letter (the “**First Letter**”) together with a postage pre-paid reply form (the “**Reply Form**”) (applicable for posting within Hong Kong only), in both English and Chinese, to the Shareholders on 1 April 2021, to enable them to elect any one of the following options with respect to the means of receipt and language(s) of future Corporate Communications:
 - (a) to access all future Corporate Communications published on the website of the Company at www.ceihldg.com (the “**Website Version**”) only, in place of receiving printed copies, and receive a written notification letter (the “**Notification**”) for the publication of the Corporate Communications on the website of the Company; or
 - (b) to receive the printed English version of all future Corporate Communications only; or
 - (c) to receive the printed Chinese version of all future Corporate Communications only; or
 - (d) to receive both printed English and Chinese versions of all future Corporate Communications.

Please affix an appropriate stamp if the Reply Form will be posted outside Hong Kong by the Shareholders.

The First Letter explains that, if the Company does not receive the duly completed and signed Reply Form from the Shareholder (or a response from the Shareholder indicating that the Shareholder objects to receiving the Corporate Communications in electronic form on the website of the Company) by 30 April 2021, the Shareholder will be deemed, until the Shareholder serve the Hong Kong Branch Share Registrar reasonable notice (of not less than 7 days) in writing at Level 54, Hopewell Centre, 183 Queen’s Road East, Hong Kong or by e-mail to is-ecom@hk.tricorglobal.com, to have consented to receive the Website Version of all future Corporate Communications, and the Company will send to such Shareholders a Notification for the publication of the Corporate Communications on the website of the Company instead of receiving them in printed form in the future.

2. For those Shareholders who elected to receive the Corporate Communications in printed form, the Company will send the elected language version(s) of the Corporate Communications to them unless and until such Shareholders notify the Hong Kong Branch Share Registrar (at the above address) by reasonable notice in writing or by e-mail to is-ecom@hk.tricorglobal.com that they wish to receive the Corporate Communications in the other (or both) language(s), or by the Website Version.

3. When each printed Corporate Communications are sent out by the Company in accordance with the arrangements described in paragraph 2 above, a letter (the “**Second Letter**”) together with a postage pre-paid change request form (the “**Change Request Form**”) (applicable for posting within Hong Kong only), in both English and Chinese, will be attached to the relevant Corporate Communications, stating that the Shareholders may request to receive the other language version(s) of the Corporate Communications or to change their preferences of receiving future Corporate Communications in Website Version by completing and returning the Change Request Form to the Hong Kong Branch Share Registrar. Please affix an appropriate stamp if the Change Request Form will be posted outside Hong Kong by the Shareholders. Shareholders are also entitled to change the election of means of receipt and/or language(s) of future Corporate Communications at any time by serving reasonable notice in writing to the Hong Kong Branch Share Registrar (at the above address) or by e-mail to is-ecom@hk.tricorglobal.com.
4. If any Shareholders for any reason has difficulty in receiving or gaining access to the Corporate Communications published on the website of the Company or intends to receive printed copies, the Company or the Hong Kong Branch Share Registrar will, upon receipt of a written request by mail or by email at is-ecom@hk.tricorglobal.com, promptly send the Corporate Communications to such Shareholders in printed form free of charge.
5. All Corporate Communications, in printed copies of both English and Chinese and in accessible format, will be available on the website of the Company at www.ceihldg.com and the website of the Stock Exchange at www.hkexnews.hk.
6. The Hong Kong Branch Share Registrar is providing a hotline service ((852) 2980 1333) available during business hours (9:00 a.m. to 6:00 p.m., Monday to Friday, excluding Hong Kong public holidays) to enable Shareholders to make enquiries about the Company’s proposed arrangements set out above.
7. The First Letter and the Second Letter will indicate that the Corporate Communications in both English and Chinese will be available on the respective websites of the Company and the Stock Exchange, and that the dial-up hotline service is being provided.

DEFINITIONS

In this announcement, unless the context otherwise requires, the following expressions shall have the meanings set out below:

“Bye-Laws”	the bye-laws of the Company, as amended, modified or otherwise supplemented from time to time
“Company”	Century Entertainment International Holdings Limited, an exempted company incorporated in Bermuda with limited liability, whose shares are listed and traded on the Main Board of the Stock Exchange (Stock Code: 959)
“Corporate Communications”	any documents issued or to be issued by the Company for the information or action of the Shareholders as defined under Rule 1.01 of the Listing Rules.

“Hong Kong”	the Hong Kong Special Administrative Region of the People’s Republic of China
“Hong Kong Branch Share Registrar”	the Company’s branch share registrar in Hong Kong, Tricor Secretaries Limited, at Level 54, Hopewell Centre, 183 Queen’s Road East, Hong Kong
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange
“Shareholder(s)”	the holder(s) of the ordinary share(s) of HK\$0.01 each in the issued share capital of the Company
“Stock Exchange”	The Stock Exchange of Hong Kong Limited

By order of the Board
Century Entertainment International Holdings Limited
Ng Man Sun
Chairman and Chief Executive Officer

Hong Kong, 31 March 2021

As at the date hereof, Mr. Ng Man Sun (Chairman and Chief Executive Officer) and Ms. Ng Wai Yee are the executive directors of the Company; and Ms. Yeung Pui Han, Regina, Mr. Li Chi Fai and Ms. Sie Nien Che, Celia are the independent non-executive directors of the Company.