

CENTURY ENTERTAINMENT INTERNATIONAL HOLDINGS LIMITED (Incorporated in Bermuda with limited liability)

(Stock Code: 959)

(Stock Code:)

Dear Shareholder(s),

1 April 2021

Election of Means of Receipt and Language of Corporate Communications

In support of the environmental protection by minimising the use of paper and saving printing and mailing costs, Century Entertainment International Holding Limited (the "Company") encourages and recommends you to select reading all future corporate communications of the Company (the "Corporate Communications") published on the Company's website at www.ceihldg.com (the "Website Version") instead of receiving printed copies. The Corporate Communications which means any document(s) issued or to be issued by the Company for your information or action, including but not limited to (a) directors' report, annual accounts together with a copy of the independent auditor's reports and, where applicable, summary financial reports; (b) interim reports and, where applicable, summary interim reports; (c) notices of meetings; (d) listing documents; (e) circulars; and (f) proxy forms.

Pursuant to Rules 2.07A and 2.07B of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Stock Exchange") and in compliance with the bye-laws of the Company, please fill in the enclosed reply form (the "Reply Form") and sign and return it by mail or by hand to the Company's Hong Kong branch share registrar (the "Hong Kong Branch Share Registrar"), Tricor Secretaries Limited, at Level 54, Hopewell Centre, 183 Queen's Road East, Hong Kong, or by email to is-ecom@hk.tricorglobal.com.

If the Company does not receive the duly completed and signed Reply Form or a response indicating the objection from you by 30 April 2021, you will be deemed, until you serve reasonable notice (of not less than 7 days) in writing to the Hong Kong Branch Share Registrar or by e-mail to is-ecom@hk.tricorglobal.com, to have consented to read the Website Version of all future Corporate Communications. In that event, when the Company makes a Corporate Communication, it will only send to you notification that the Corporate Communication has been made available on the Company's website. The notification will be sent to you by email (if you have provided an email address) or by post (if you have not provided an email address) at your address as it appears in the Company's register of members maintained by the Share Registrar.

You are entitled to change the election of means of receipt and language of future Corporate Communications at any time by giving reasonable notice (of not less than 7 days) in writing to the Hong Kong Branch Share Registrar by mail or by email to is-ecom@hk.tricorglobal.com. Even if you have elected (or are deemed to have consented) to receive the Website Version of all future Corporate Communications, if for any reason you have difficulty in accessing the Corporate Communications published on the website of the Company, 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 you the Corporate Communications in printed form free of charge.

Please note that: (a) printed copies of all future Corporate Communications will be available from the Company or the Hong Kong Branch Share Registrar upon request; and (b) the Website Version of both the English and Chinese versions of all future Corporate Communications will also be available on the website of the Company at www.ceihldg.com and the website of the Stock Exchange at www.hkexnews.hk.

Should you have any queries in relation to this letter, please call the enquiry hotline of the Hong Kong Branch Share Registrar at (852) 2980 1333 during business hours from 9:00 a.m. to 6:00 p.m., Monday to Friday, excluding Hong Kong public holidays.

By Order of the Board

Century Entertainment International Holdings Limited

Ng Man Sun

Chairman and Chief Executive Officer