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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)**

**APPOINTMENT OF EXECUTIVE DIRECTOR**

The Board is pleased to announce that Mr. Gu Zhonghai has been appointed as an executive director of the Company with effect from 9 August 2019.

The board of directors (the “**Board**”) of Great World Company Holdings Ltd (the “**Company**”) is pleased to announce that Mr. Gu Zhonghai (“**Mr. Gu**”) has been appointed as an executive director of the Company with effect from 9 August 2019.

The biographical details of Mr. Gu are set out below:

Mr. Gu, aged 35, holds a bachelor of e-commerce and a master degree in business administration from Wuhan University of Technology. Mr. Gu started off his career in the marketing field in 2009 at China Telecom Corporation Limited Shenzhen branch. From 2011 to 2014, he served as operation manager and directors of VIP at Tencent, with experience in providing services to several companies on the list of the Fortune Global 500. From 2014 to 2017, Mr. Gu successfully founded Shenzhen Weixin Media Co., Ltd.\* (深圳市微信傳媒有限公司) (subsequently named as Shenzhen Effect Information Technology Co., Ltd.\* (深圳效果派信息科技有限公司)), serving over 500 enterprises covering several industries such as mobile games, finance and e-commerce. In 2017, the company was ranked as one of the National New High-Tech Enterprises. Since 2017, Mr. Gu has founded Shenzhen Zhixunpai Information Technology Co., Ltd.\* (深圳智訊派信息科技有限公司 (“**Shenzhen Zhixunpai**”)), positioned as a big data traffic operator. It is qualified as a first-class operator with several principal media such as Tencent Holdings Limited, Baidu Inc. and Alibaba Group. He has an in-depth insight into and implementation of big-data marketing, traffic cooperation and traditional corporate digitalized transformation. He is also a director of Shenzhen Zhixunpai, an indirect non-wholly owned subsidiary of the Company.

Mr. Gu has entered into a service agreement with the Company under which he acts as an executive director of the Company for a period of 2 years (subject to retirement by rotation at the annual general meeting of the Company in accordance with the Company’s articles

of association) commencing on 9 August 2019. Pursuant to such service agreement, Mr. Gu will be entitled to a director's fee of HK360,000 per annum by reference to his background, qualifications, experience, level of responsibilities undertaken with the Company and prevailing market conditions.

Save as disclosed above, (i) Mr. Gu does not hold any other positions within the Company or any of its subsidiaries; (ii) Mr. Gu has no relationships with any directors, senior management or substantial or controlling shareholders of the Company; (iii) Mr. Gu does not hold any directorship in public companies the securities of which are listed in Hong Kong or overseas in the last three years immediately preceding the date of this announcement; and (iv) Mr. Gu does not have, and is not deemed to have, any interests or short positions in any shares, underlying shares or debentures of the Company or any of its associated corporations (within the meaning of Part XV of the Securities and Futures Ordinance).

Save as disclosed above, the Board is not aware of any other matters relating to the appointment of Mr. Gu that need to be brought to the attention of the shareholders of the Company nor any information to be disclosed pursuant to Rule 17.50(2)(h) to (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 welcome Mr. Gu for joining the Board.

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

Hong Kong, 9 August 2019

*As at the date of this announcement, the Board comprises of (i) three executive directors, namely Mr. Zhang Yanqiang, Ms. Yang Wei, and Mr. Gu Zhonghai; (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 Dr. Yang Fuyu.*

*This announcement, for which the directors of the Company (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 herein or this announcement misleading.*

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\* For identification purposes only