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ELATE HOLDINGS LIMITED

誼礫控股有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Code: 076)

VOLUNTARY ANNOUNCEMENT BUSINESS UPDATE

The board of directors of Elate Holdings Limited is pleased to inform the market of the latest business development of the Group.

This is a voluntary announcement made by Elate Holdings Limited (the “Company”) for keeping its shareholders and potential investors informed of the latest business development of the Company and its subsidiaries (together, the “Group”).

The board of directors of the Company (the “Board”) is pleased to announce that on 18 September 2026, Comp Media & Advertising Limited, a wholly-owned subsidiary of the Company, has entered into a Memorandum of Understanding (“MOU”) with Guangdong Hai Shang Yun Tian Media Group Limited. Under the MOU, the contracting parties intent to jointly organize the “Macao International AI Film Incubation Festival”, with the aim of enhancing the international influence and profile of cultural activities and AI technology in Hong Kong and Macao, whilst also nurturing and supporting AI film-makers. The contracting parties also plan to collaborate on the production of AI-generated science fiction film, with each party drawing on its own expertise and strengths to jointly promote the film’s screening and overseas distribution. Specific details will be further negotiated and determined by both parties.

The Board is of the view that the partnership will help the Group explore new opportunities to expand its business in the fields of cultural creativity and digital content, and may potentially generate revenue in the future.

Shareholders and potential investors of the Company are advised that the cooperation plans and project details referred to in this announcement are still at the preliminary intention stage; the parties have not yet reached a final agreement on specific commercial terms, nor have they finalised the implementation plan; the relevant cooperation may or may not proceed. This announcement does not

constitute a guarantee or commitment regarding future business or financial performance. Should any subsequent cooperation arrangements involve matters requiring disclosure under the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited (the “Listing Rules”) (including, but not limited to, discloseable transactions, connected transactions or other matters requiring disclosure), the Company will comply with the Listing Rules and other applicable laws and regulations in a timely manner and issue a separate announcement.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the Company’s shares.

By Order of the Board
Elate Holdings Limited
Vivian Lam
Company Secretary

Hong Kong, 18 September 2026

As at the date of this announcement, the board of directors comprises of Mr. Feng Zhong Yun and Ms. Zhang Xue, being executive directors; Mr. Ng Lai Po, Ms. Ye Yi Fan and Dr. Yan Shao Shi being independent non-executive directors.