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Asia Pioneer Entertainment Holdings Limited

亞洲先鋒娛樂控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8400)

APPOINTMENT OF EXECUTIVE DIRECTOR AND COMPLIANCE WITH REQUIREMENT UNDER GEM LISTING RULES 17.104

APPOINTMENT OF EXECUTIVE DIRECTOR

The board (the “**Board**”) of directors (the “**Directors**”) of Asia Pioneer Entertainment Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) is pleased to announce that Ms. Maria Fatima Francisco Freire Garcia (“**Ms. Maria Garcia**”) has been appointed as an executive Director (the “**ED**”) with effect from 30 September 2024.

The brief biographical particulars of Ms. Maria Garcia are set out as follows:

Ms. Maria Garcia, aged 54, was the sales director for Macau Special Administrative Region (“**Macau SAR**”) and Southeast Asia of the Group. She is responsible for overseeing sales and remained dedicated to advancing the Company’s interests and fostering business growth in both the Macau SAR and Southeast Asian markets.

She obtained a diploma of event management in Macau SAR in 2004, and has more than 36 years of working experience.

Before joining the Group, she was in public relations and event management for more than 17 years organizing major and significant events and trade shows in Macau SAR, Hong Kong and China for private, diplomatic and governmental entities. In 2006, she started her journey with the Group, holding the position of Sales and Marketing Director of Corporate Sales for six years. After departing, she explored various roles within the gaming sector and went on to establish her very own business. With extensive experience and a proven track

record in the gaming industry, she reconnected with the Group's leadership team on 6 February 2020, taking part in driving the Company's expansion into diverse business sectors within Macau SAR. During her tenure, Maria managed an international team in a new product development project. Her expertise was widely acknowledged, leading to speaking engagements at universities and governmental institutions in 2021.

Ms. Maria Garcia has entered into a service agreement (the "**Service Agreement**") with the Company for an initial term of three year commencing on 30 September 2024, which can be terminated by either party giving to the other not less than three months' notice in writing. Ms. Maria Garcia will hold office until the first annual general meeting of the Company after her appointment (the "**Forthcoming AGM**") but will then be eligible for re-election. If re-elected at the Forthcoming AGM, she will be subject to retirement by rotation and re-election at least once in every three years in accordance with the articles of association of the Company and the Rules Governing the Listing of Securities on GEM of the Stock Exchange (the "**GEM Listing Rules**"). Ms. Maria Garcia is not entitled to receive any director's fee according to the Service Agreement but is entitled to a remuneration of HK\$680,000 per annum for her role as the sale director for Macau SAR and Southeast Asia of the Group. The remuneration of Ms. Maria Garcia has been determined by the Board upon the recommendation of the remuneration committee of the Board by reference to her background, qualifications, experience, duties and responsibilities within the Group and/or its subsidiaries and the prevailing market conditions.

Save as disclosed above, as at the date of this announcement, Ms. Maria Garcia (i) does not have any relationships with any Directors, senior management, substantial shareholders or controlling shareholders (the latter two terms as respectively defined in the GEM Listing Rules) of the Company; (ii) does not have or 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; (iii) did not hold any directorship in any public companies, the securities of which are listed in Hong Kong or overseas in the last three years; and (iv) did not hold any other position in the Company or any of its subsidiaries.

Save as disclosed above, there is no other information relating to the appointment of Ms. Maria Garcia that is required to be disclosed pursuant to any of the requirements under Rule 17.50(2)(h) to (v) of the GEM Listing Rules and there are no other matters in relation to the appointment of Ms. Maria Garcia that need to be brought to the attention of the shareholders of the Company.

COMPLIANCE WITH REQUIREMENT UNDER RULE 17.104 OF THE GEM LISTING RULES

Pursuant to Rule 17.104 of the GEM Listing Rules, gender diversity of the Board is a factor of achieving Board diversity. Following the appointment of Ms. Maria Garcia, the Company has fully complied with the requirement of gender diversity of the Board as set out in Rule 17.104 of the GEM Listing Rules.

The Board would like to express its warmest welcome to Ms. Maria Garcia for joining the Board.

By order of the Board
Asia Pioneer Entertainment Holdings Limited
HUIE, Allen Tat Yan
Chairman and Executive Director

Hong Kong, 30 September 2024

As at the date of this announcement, the executive Directors are Mr. HUIE, Allen Tat Yan (Chairman), Mr. NG Man Ho Herman (Chief Executive Officer), Mr. CHAN Chi Lun (Chief Financial Officer) and Ms. Maria Fatima FRANCISCO FREIRE GARCIA; and the independent non-executive Directors are Mr. CHOI Kwok Wai, Mr. MA Chi Seng and Mr. HO Kevin King Lun.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM of the Stock Exchange 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.

This announcement will remain on the “Latest Listed Company Information” page of the website of the Stock Exchange at www.hkexnews.hk for at least 7 days from the date of its publication. This announcement will also be published on the website of the Company at www.apemacau.com.