



**Popular Holdings Limited**  
**大眾控股有限公司**

## **Popular Holdings Limited** **Announces Strategic Ownership Change**

Founded a century ago, Popular Holdings Limited (PHL) has earned a strong reputation as a leader of educational services and book retail. PHL is pleased to announce a significant change in the ownership of our company. ZQ Capital (ZQ), a renowned international private equity investment firm headquartered in Hong Kong, has completely acquired and assumed full ownership of PHL (including all businesses in Greater China, Singapore, Malaysia and North America) from November 1st, 2023.

PHL assures its valued customers, staff, suppliers, partners and all stakeholders that amidst this transition, there will be no change in the values it holds, the way it operates or the services it provides. The company's unwavering commitment to excellence, customer satisfaction, and the spreading of the riches of the culture remains steadfast.

The company will maintain its corporate culture as a multinational company and sustain the momentum of our current business operations. The change of ownership will not entail any change on company's human resources policies, ensuring continuity in terms of headcounts and remuneration.

PHL extends its deepest gratitude to its loyal customers, partners and staff for their unwavering support throughout the past and into the future. It has full confidence that this transition will propel the company towards a more prosperous and successful future.

1st, November, 2023  
Popular Holdings Limited

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