

# HRC WORLD PLC

NASDAQ FIRST NORTH, COPENHAGEN

TICKER: HRC

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## LAUNCHING OF HRC MUSIC

HRC World Plc, a company establishing Hard Rock Cafés across China, today announces that it has incorporated HRC Music Plc, as a wholly-owned subsidiary to spearhead the music videos and content business in support of its business in China.

HRC Music will leverage on HRC World's business in developing well-known music-centric, themed food and beverage cafés across China that strategically promotes live music and bands. HRC Music hence is uniquely placed to tap into the growing music content industry in China to drive traffic to its cafés.

HRC Music has a multi-pronged strategy to produce a music reality themed show for the purpose of discovering new bands and solo artists that will be housed as resident bands and singers for its cafés while securing IP and Distribution Rights for the music and video content. HRC Music will also collaborate with top tier local and regional TV & radio broadcasters, media entertainment houses, telecommunication companies, etc. to broadcast HRC Music content on multi-cast platforms via all delivery formats available

HRC World's Management team in collaboration with music industry experts will manage and drive this new venture.

### THE DIRECTORS OF HRC WORLD PLC ACCEPT RESPONSIBILITY FOR THIS ANNOUNCEMENT

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#### **About HRC World Plc**

HRC World Plc is an England & Wales incorporated public company with registration number 10829936 and is quoted on Nasdaq First North (Copenhagen). HRC World through its subsidiaries owns franchise rights for establishment of Hard Rock Cafés across China.

Further information may be found at the Company's website: [www.hrcplc.co.uk](http://www.hrcplc.co.uk)

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