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## **CULTURECOM HOLDINGS LIMITED**

**文化傳信集團有限公司\***

*(Incorporated in Bermuda with limited liability)*

(Stock Code: 343)

### **UNUSUAL SHARE PRICE AND TRADING VOLUME MOVEMENTS AND CLARIFICATION OF PRESS ARTICLES**

This announcement is made by Culturecom Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and at the request of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

The board of directors (the “**Board**”) of the Company has noted the increases in both the price and trading volume of the shares of the Company (the “**Shares**”) as quoted on the Stock Exchange today. Having made all such enquiries with respect to the Company as is reasonable in the circumstances, the Board confirms that save as disclosed herein and in the announcements of the Company dated 11 November 2013 and 31 December 2013 in relation to the proposed acquisition of 51% issued share capital of Tianhe Union Holding Group Limited by the Group and interim results of the Group for the six months ended 30 September 2013, it is not aware of any reasons for those price or trading volume movements or of any information (the “**Inside Information**”) that needs to be disclosed under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board has also noted certain press articles published today in relation to, among others, the launch of mobile apps by the Group and also the cooperation of the Group with TVB.com in development and launch of mobile apps.

The Board considers that the launch of mobile apps by the Group is part of the ordinary business of the Group which involves in provision of multimedia services and also development of online social music gaming platform. The Board further considers that both the launch of mobile apps by the Group and the press articles would not constitute any Inside Information on the part of the Company.

The Company would like to clarify that in respect of the cooperation of the Group with TVB.com for development and launch of mobile game apps as mentioned by the press articles, while the Group is currently in cooperation with TVB.com in development of certain mobile apps, one of the mobile apps has been completed its development and the testing version has been launched for public testing. It will depend upon the market responses to determine the formal launch date of the mobile app and also the launch dates of the other mobile apps.

This announcement is made by the order of the Company. The Board collectively and individually accepts responsibility for the accuracy of this announcement.

By order of the Board  
**Culturecom Holdings Limited**  
**Chu Bong Foo**  
*Chairman*

Hong Kong, 10 January 2014

*As at the date of this announcement, the Board comprises of Ms. Chow Lai Wah Livia (being the Vice Chairman and executive Director); Mr. Kwan Kin Chung, Mr. Chung Billy, Mr. Wan Xiaolin, Mr. Tang U Fai, Mr. Tang Kwing Chuen Kenneth and Mr. Chen Man Lung (all being executive Directors); Mr. Chu Bong Foo (being the Chairman and non-executive Director) and Mr. Tsang Wai Wa, Mr. Joseph Lee Chennault, Mr. Lai Qiang and Ms. Ng Ying (all being independent non-executive Directors).*

\* *for identification purpose only*