

[Press Release]

**China Mobile and Culturecom Jointly Explore Overseas Market
With Overseas Application Anchors in Mainland China**

(2 December 2014, Hong Kong) China Mobile’s Mobile Market (MM) and Ucan Mobile Limited (“Ucan Mobile”), a member of Culturecom Holdings Limited (343.HK) (“Culturecom”), grandly held the “Overseas Application Anchors in Mainland China and Recruitment of Global Mobile Games into China Mobile’s MM” luncheon today to introduce collaboration release plan provided by MM and Ucan Mobile. Both parties will jointly explore overseas application market that paves the way for overseas games to enter into the huge market of China.

Culturecom managing director Mr. Donald Kwan revealed that “China Mobile officially opened the market of mobile application - MM, and allowed independent operation of overseas enterprises and launched global recruitment, which was heartening news for overseas mobile game developers and APPS application developers to accelerate the pace into Chinese market and seize the opportunities to share economies of scale amounting to billions of Renminbi.”

In addition, Culturecom will open up its comic’s titles IP licensing library for mobile games and applications developers to adopt globally. China Mobile will collaborate with Culturecom to operate mobile games and IP authorisation business of APPS, in order to standardise the management of domestic and overseas IP authorization management and unify payment channels of China Mobile. This represents a milestone with a tremendous breakthrough for protecting the intellectual property rights in China’s mobile market. Culturecom has more than 40 years of copyrights operating experience and is well-versed with domestic and international cultures and laws. It provides protection for top-notch international integration of introducing overseas mobile games and IP authorisation business of APPS into the mainland market.

In the past, some overseas games/applications would often encounter the following issues when entering the Chinese market: First, unfamiliarity with the Chinese channels and market circumstances would usually result in China not being one of the very first countries to launch outstanding games/applications. Second, localization

process of some products introduced into the PRC often confronted with problems due to the differences between the Chinese and Western cultures, and the domestic users' experiences would deviate from the expected results. Third, due to the difficulty of the control over the local markets in China, it is uneasy to achieve continuous updates of local differentiation. Fourth, as overseas games/applications operation system can hardly position the situation in China, they would encounter a relatively tough circumstance in establishing perfect localized operation service system. Fifth, as cooperation policies vary among different countries, overseas games/applications require considerable amount of time to adapt to the demands for localisation.

The foresaid factors contributed to the collaboration between Culturecom and China Mobile for the provision of low-cost outsourced software services to overseas developers of mobile games and APPS mobile applications that promote the development of the industrialization of mobile software in China. Since there are many quality mobile games and APPS mobile applications overseas, we will introduce them to the Chinese mobile application market in a well-aligned manner, the first batch of which will mainly consist of education mobile games and applications.

Ucan Mobile, member of Culturecom, will collaborate with application and game developers to source and publish appropriate games in the China Mobile's MM. Translation and localization services will be provided where necessary in order to tailor-made the games to better suit the Chinese market. China Mobile will be responsible for managing the publishing and billing services, including charging fees from clients/end users.

Through such collaboration, MM and Ucan Mobile bring huge commercial opportunities for global mobile applications and game developers access to enormous users group thereon, the convenience of mobile application industry value chain for more than ten billions in China shared by businesses of overseas games/application or individuals, and mobile internet.

Culturecom adheres to the philosophy of spreading the Chinese culture and promoting social progress. We will fully utilize the intellectual property rights of games and industry influence of Culturecom to bring the overseas games with good

quality/application by way of MM mall of China Mobile (China Mobile Group Limited's Mobile Market) to the hundred millions of users in China through strategic alliance with MM, by which, the most convenient plan entering into the Chinese market is offered to overseas games developers jointly.

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