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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)

(Warrant Code: 1453)

CLARIFICATION ANNOUNCEMENT ON NEWS ARTICLES

Reference is made to the announcement of Culturecom Holdings Limited (the “**Company**”) dated 21 July 2015 (the “**Announcement**”) in relation to the Memorandum of Understanding entered into between the Company and the Potential Investor and the possible application for the Whitewash Waiver. Capitalised terms used herein shall have the same meanings as those set out in the Announcement, unless stated otherwise.

The Board has noted that certain news articles have been published on 22 July 2015 in certain newspapers in Hong Kong, reporting the identities of the Potential Investor and the Other Investors. The Company wishes to clarify that the Potential Investor is IDG Fintech Investment, Ltd. which is wholly and beneficially owned by Mr. Li Jianguang, one of the general partners of IDG Capital Partners. Save for the aforesaid, IDG Fintech Investment, Ltd. and IDG Capital Partners do not have any other relationships with each other. Furthermore, based on information provided by the Potential Investor, Tencent Holdings Limited does not have any relationship with IDG Fintech Investment, Ltd. The Company understands from the Potential Investor that it has been discussing with Mr. Ko Chun Shun, Johnson that, subject to the definitive agreements, Mr. Ko and/or his controlled company will be one of the Other Investors. Save as aforesaid, no Other Investors had been identified as at the date of this announcement.

* *for identification purpose only*

There is no assurance that the Proposed Subscription will either materialise or eventually be consummated. Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company, and if in any doubt, they should consult their professional advisers.

By order of the Board
CULTURECOM HOLDINGS LIMITED
Chu Bong Foo
Chairman

Hong Kong, 22 July 2015

As at the date of this announcement, the Board comprises Ms. Chow Lai Wah Livia (being the Vice Chairman and Executive Director); Dr. Lai Tak Kwong Andrew, Mr. Kwan Kin Chung, Mr. Chung Billy, 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. Fan Chun Wah Andrew, Mr. Joseph Lee Chennault, Mr. Lai Qiang and Ms. Ng Ying (all being Independent Non-executive Directors).

The Directors jointly and severally accept full responsibility for the accuracy of the information contained in this announcement and confirm, having made all reasonable inquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statement in this announcement misleading.