

【Immediate Release】

18th December, 2014

**Culturecom Holdings Premieres PP Dongyi Retail APP in China,
with Full Support From Strategic Partner ICBC**

(18 December 2014 - Shenzhen) Culturecom Holdings Limited ("Culturecom Holdings", or the "Group", HK.00343) today held the Premiere of PP Dongyi Retail APP in China and offering special discounts for ICBC clients. The special event, highly appraised by company leaders, was dedicated to presenting PP Dongyi Retail APP, a software developed by Culturecom's technical team. Also, with the strong support from Shenzhen Branch of ICBC, Culturecom's strategic partner, merchants will be offered high-quality low-price retail APPS to promote the development of mobile retail APPS market.

With the advent of the mobile internet, increasingly more stores use APPs, an inevitable major trend in global consumption business. Dr. Andrew Lai, Chief Executive Officer of Culturecom Holdings, said, "Once the stores create the APP, the online and offline platforms can be connected. Physical stores can attract more customers from downloading the APP and increasing online traffic rapidly. That creates business value. It also serves as a hedging strategy from the investment perspective, allowing physical stores to connect online globally."

Mobile internet, currently the world's most popular industry, has already changed how people live and work, while APPS has even become an everyday must-have tool with the highest user engagement. According to market research company eMarketer, China has nearly 600 million smartphone users, 71.6% of which spends an average of nearly 2 hours online, contributing to the high-speed growth of mobile-end e-commerce business. The international investment bank, Goldman Sachs expects global mobile-end e-commerce sales revenue to reach US\$62.6 billion by 2018, indicating an increase of 370% over 2013. Capturing the market trend, with the involvement of Mr. Chu Bong Foo, the inventor of Cangjie input method, PP Dongyi is designed to build exclusive retail APPs for various types of enterprises which desire to broaden their market share and potential.

Speaking of the Group's strategic cooperation with ICBC, Dr. Guan Huan Fei, Culturecom Holdings' Honorary Chairman & Ucan Group's Chairman of the Board, commented, "Culturecom Holdings has always been sticking with cultural and technological innovation, aiming to apply our products into the basic level of economic activities and people's daily life. Today, we are very honored to be

endorsed and supported by ICBC in developing the mobile retail APP. We rely not only on ICBC's robust settlement and payment system, but also expect to leverage the strategic cooperation mechanism to link domestic and overseas payment business, in order to offer professional mobile business and cross-border services to our clients. We would like to thank leaders and colleagues from ICBC's Shenzhen Branch for their great support all along, and, through the strategic cooperation, we expect to bring greater success to ICBC's clients!"

PP Dongyi Retail APP enables merchants to build their own retail APPs, which connect ICBC's payment and settlement system, and has complete cloud storage and back-end management functions. ICBC's designated clients could have the exclusive APPs at an even more deeply discounted price to enhance their own brand image and reputation and swiftly grasp the first-mover advantage in the mobile retailing market.

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About Culturecom Holdings Limited

Culturecom Holdings Limited (00343.HK) is a pioneer in the entertainment culture, with a half-century comic creation, publishing history, international cultural exchange, has been playing an important role as "Cultural Ambassador". Founded in 1979, Culturecom is one of the largest comic publishers and animation developers in Asia. Culturecom Holdings Limited has put their business focus on cultural licensing and technology throughout the years and has achieved breakthrough results.

Media Contacts:

Culturecom Holdings Limited

Ms. Irene Hui

Telephone: (852) 2950 8811

Email: irenehui@culturecom.com.hk