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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: 00343)

### **CLARIFICATION ANNOUNCEMENT ON CERTAIN PRESS ARTICLES AND RESUMPTION OF TRADING**

Reference is made to the announcements of the Company dated 21 July 2015, 22 July 2015, 15 October 2015, 15 January 2016, 29 February 2016, 21 March 2016, 5 April 2016, 9 May 2016 and 14 November 2016 (the “**Announcements**”). Capitalised terms used in this announcement shall have the same meanings as those defined in the Announcements, unless stated otherwise.

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board has noted the decrease in price and increase in trading volume of the shares of the Company today. The Board has also noted certain press articles released today in which it was reported that Suning Holdings Group has successfully bid the 2019-2022 exclusive broadcasting rights for English Premier League in mainland China and Macau (the “**Statement**”).

The Board has made enquiries with Super Sports in relation to the accuracy and correctness of the Statement. However, as at the date of this announcement, Super Sports has not yet confirmed the accuracy and correctness of the Statement to the Board. Accordingly, the Board is not able to provide Shareholders with the above information for consideration.

The Board will continue to communicate with Super Sports and its beneficial owners on the follow-up arrangements in relation to the Transactions. The Company will keep the public informed by making further announcements as and when appropriate.

Having made such enquiry with respect to the Company as is reasonable in the circumstances, save as except for the above, the Board confirms that it is not aware of any reasons for the price and trading volume movements or of any information which must be announced to avoid a false market in the Company's securities or of any inside information that needs to be disclosed under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

**It should be noted there are uncertainties as to whether the Transactions will or will not proceed. Potential investors and shareholders of the Company should exercise caution when dealing or contemplating dealing in the securities of the Company.**

## **RESUMPTION OF TRADING**

At the request of the Company, trading in the shares of the Company on the Main Board of the Stock Exchange was halted from 10:35 a.m. on 18 November 2016 pending the release of this announcement. An application has been made by the Company to the Stock Exchange for resumption of trading in the shares of the Company with effect from 9:00 a.m. on 21 November 2016.

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

Hong Kong, 18 November 2016

*As at the date hereof, 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. 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).*

\* *for identification purpose only*