

[Press Release]

## Culturecom Games Series Launch

### New Innovations to its Games Business

[24 January 2014 – Hong Kong] Culturecom Holdings Limited (stock code: 343.HK) held its Launch Ceremony of Culturecom's Innovative O2O Mobile Games and announced its cooperation with one of the largest BITCOIN trading platforms— ITBIT to launch their Bitcoin games series, *Dragon Tiger Gate*; as well as the Super Trio Maximus game which was the first game from TVB.COM games series as a joint collaboration between Culturecom and TVB.COM.

Culturecom launched several mobile games today, Mr. Kenneth Wong (黃志軒), Chief Operating Officer of TVB.COM Limited, *Dragon Tiger Gate's* 龍虎門 lead Mr. Donnie Yen (甄子丹), *Super Trio's* Mr. Jerry Lamb (林曉峰), TVB.COM-Culturecom mobile games series spokesperson Ms. Eliza Sam (岑麗香) were amongst the special guests present at the event.

At internet era nowadays, Bitcoin hailed as the gold reserves in the virtual currency market with huge opportunities for many investors aimed to collect Bitcoins. Today, *Dragon Tiger Gate Mahjong* which was formally launched is an innovative consumer game series which accepts Bitcoin payments as a way to heighten the circulation rates of Bitcoin. In reverse, Bitcoin may build a stronger consumer platform in *Dragon Tiger Gate Mahjong* as a prize option.

Managing Director of Culturecom, Mr. Donald Kwan, said the comics of *Dragon Tiger Gate* was published more than four decades ago and accompanied the growth of several generations of Hong Kong people by selling more than 100 million comics. The inventive *Dragon Tiger Gate* mobile game is combined with innovative elements ie. Bitcoin, in order to familiarize players with the purchasing and trading of Bitcoin through a simple game, as well as enjoying the convenience and fun of O2O. In the near future, Culturecom will continue to develop and launch dozens of *Dragon Tiger Gate* in addition to the *Dragon Tiger Gate Mahjong*. Other games such as 幸運三皇、幸運輪流轉、歡樂碰碰卡 are planned to launch where players would also experience the joy of the games as well as the usage of Bitcoins so they may reach the forefront of Bitcoin consumption.

Another important leisure game launched today is *Super Trio Maximus* game. . TVB is a

leader of media broadcasts in the Guangdong Province, Hong Kong, Macao and overseas Canton area. This time, the Canton mobile games series which is cooperated between Culturecom and TVB.COM would build large network of players in the Canton-based areas from the channel's influences of the TV shows and drama series. This type of leisure game has the same concept as their previous game, "Ran Everest", which was cooperated with China Mobile—to develop for specific consumer groups combining local cultural tourism development and local culture consumers.

Mr. Donald Kwan said, Culturecom will launch a series of mobile music social-network games, including Jay Chow's songs and the Voice of China. Looking forward, Culturecom will also work with more singers, record companies to launch various types of mobile music entertainment games which not only would include downloading songs but also create another huge potential in the online music and entertainment market.

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#### **About Culturecom Holdings Limited 0343.HK ("Culturecom")**

Culturecom Holdings 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.

#### **About Ucan.com Group ("Ucan")**

Ucan, the subsidiary of Culturecom (HKSE: 0343), is a service content and publishing "platform" which integrates music, animation, games, and O2O (Online-Offline) transactions.

#### **About TVB.COM Limited**

TVB.COM is the official website of Television Broadcasts Limited (TVB) and is the pioneer in bringing in the interactive online TV through various devices, such as PCs, smartphones and tablets PC for 24-hour streaming live TV channels (HD Jade, J2, iNews) and popular TV show review.

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