



[Press Release]

## **China Mobile and Culturecom**

### **Integration of Culture, Travel and Game**

#### **Innovation of Mobile Internet Models**

[10 January 2014 – Hong Kong] Culturecom Holdings Limited (stock code: 0343.HK) and China Mobile Group Xizang Company Limited held its “Integration of Culture, Travel and Game” Global Conference on 10<sup>th</sup> January. The two parties have collaborated to expand on its mobile games business, promotion and development of culture, tourism, economy to achieve various mobile cross-industries (O2O mode) in Mainland China.

By tradition, cultural tourism would be promoted through television, movies, or documentaries. As a subsidiary of Culturecom, UCAN (distribution platform of culture, comics and games), has now cooperated with Xizang Mobile as a way to cultivate Chinese culture tourism—The Tibetan region through the world of games in order to exchange culture and economic insights through game platforms. Players could reach both cultural and economic insights through the games, such as purchasing tickets of Tibet Potala Palace, ordering hotels with a relatively less expensive price.

Mr Donald Kwan, Managing Director of Culturecom, stated that the cooperation was ideal as Jay Chow, shareholder of Ucan and spokesperson of M-Zone attracted 300 million users for China Mobile. In addition, Ucan has strong influences abroad for potential with the development of culture, technology and business.

In support of the collaboration between Culturecom and China Mobile, Ucan provided O2O (Online-to-Offline) platforms which opened up cultural, comics and games distribution platform; meanwhile, China Mobile’s nine bases platform, includes the most popular video based, internet based, games based, music based which consists of 1.6 million songs and so forth. Ucan mobile applications will be embedded into new customers of China Mobile so that mobile users could directly use the Ucan interactive platform.

The cooperation has been strongly supported by China Mobile, Xizang Mobile combined its Tibetan unique tourism and cultural resources to launch "Dissemination of Tibet"



project in order to establish a trinity set of interactive communications platform system covering "Internet + Wireless Internet + Live Interactive Broadcast"

The first jointly developed game "Ran Everest", as the electricity supplier of O2O interactive community platform for the integration of regional culture, travel, music, animation, electricity providers and other content. Enhanced with genuinely rich and ultra-high-definition images, high-definition videos, music and other copyright books would be planned for Culturecom-Ucan projects in globally promoting Tibet's tourism and cultural resources. Culturecom-Ucan will serve as "The only distribution and sales channels of overseas internet".

While playing the game, players can socially interact, access to travel journals and guides, view the game scenery which corresponds to the real scenery at real-time, as well as share, chat and shop with like-minded players in the virtual scene.

In addition, the concept of Ucan Exchange was emerged as the Ucan entertainment platform extended to a trading platform. In line with this innovative trading model, Ucan developed Ucoins for players to trade on the Ucan currency platform for players to purchase or exchange gifts. Through the cooperation of China Mobile and Ucan, the interface of China Mobile's original payment system and Ucan trading platform established for users to purchase Ucoin through China Mobile's payment system which made Ucoin applicable to the mobile network.

Mr Donald Kwan summed up: "The large number of customers of China Mobile in mainland China alongside with Ucan's overseas influence ensures our confidence in the creation of this new market consumption pattern".

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### **Culturecom Holdings Limited ("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. Culturecom latest development strategy is to aggregate music, games, cultural content and new O2O business model, to create the most unique and diverse



high-end service and entertainment platform. Culturecom is now look forward to the synergy of the acquisition to promote the strategic initiatives.

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

Ucan.com is a service content and publishing "Platform" which integrated music, animation, games, and O2O (Online-Offline) transactions.

Ucan.com the subsidiary of Culturecom Holdings Limited ("Culturcom"), a Hong Kong listed company (stock code: 343). With Culturecom's technology of comics digitization and 3D animation, and collaboration with <Asian Music (Creative) King> Jay Chou, Ucan "Cloud city" was established at the end of 2011. Ucan "Cloud city" is an innovative music, animation, games, and O2O (Online-Offline) "Platform" in promoting new developments in the world of pop culture (games) industry and assist in developing diverse cultural products (and services) for the digital cultural and creative companies in the Mainland, Taiwan and Hong Kong.

### **About O2O (Online to Offline) Model**

O2O (Online to Offline) is the offline consumption was generated by the online purchase. O2O of Ucan could be offering VIP discounts, VIP services and VIP benefits to Ucan valued members, which will convert them to the become the offline customers.

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