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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)

FURTHER 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, 14 November 2016, 18 November 2016 and 21 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 would like to update the shareholders of the Company (the “**Shareholders**”) that the Board had been conducting regular and continuous internet searches on the Statement since the date of the announcement of the Company dated 18 November 2016 up to the date of this announcement. The Board had further checked the official websites of English Premier League and Suning Holdings Group Co. Limited (“**Suning**”) regularly in order to verify the accuracy and correctness of the Statement. However, as at the date of this announcement, the Board noted that no official press release has been published by either English Premier League or Suning.

In order to facilitate the Shareholders and potential investors to understand the development of this matter, the Board has, again, made several enquiries with Super Sports in relation to the accuracy and correctness of the Statement. However, Super Sports advised the Board that they could not disclose anything in relation to or make any comment on the Statement. Accordingly, the Board is unable to provide further information to the Shareholders and potential investors for consideration.

Therefore, the Board is of the view that it had used its best endeavours and exhausted all means to verify the accuracy and correctness of the Statement and disclose any inside information which the Company may possess to avoid a false market in the Company's securities. Nevertheless, the Board will disclose any other inside information it may have in the future as soon as reasonably practicable and will continue to monitor the development of this matter and 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).

On one hand, the Board will continue to communicate with Super Sports on the accuracy and correctness of the Statement and on the other hand, the Board intends to re-open discussions with Super Sports on the Transactions after either Super Sports has confirmed the accuracy and correctness of the Statement or official press release has been published by English Premier League or Suning.

WARNING

It should be noted the Transactions are subject to satisfaction (or, if applicable, waiver) of conditions precedent imposed respectively under the Sale and Purchase Agreement, the Share Subscription Agreement and the CN Subscription Agreement. Although the successful renewal of the 2019-2022 exclusive broadcasting rights for English Premier League in mainland China and Macau by Super Sports is not a condition or obligation under either the Sale and Purchase Agreement, the Share Subscription Agreement or the CN Subscription Agreement, the Board is of the view that such failure to renew, if verified, may materially affect certain terms and conditions respectively under the Sale and Purchase Agreement, the Share Subscription Agreement and the CN Subscription Agreement including but not limited to the amount of the Cash Consideration and Consideration CN, the number of Subscription Ordinary Shares and Subscription Preferred Shares to be allotted and issued and the condition precedent as to the market valuation of Super Sports and its subsidiaries.

The Board would like to inform the Shareholders and the potential investors that the long stop date for the Transactions shall be on or before 31 December 2016 (or such other date as agreed by the respective parties) (the “Long Stop Date”). If the Board is unable to re-negotiate the Transactions, re-amend the terms of the Sale and Purchase Agreement, the Share Subscription Agreement and the CN Subscription Agreement and re-comply with the Listing Rules on or before the Long Stop Date, the Transactions may not proceed. Potential investors and Shareholders should exercise caution when dealing or contemplating dealing in the securities of the Company.

The Company will keep the public informed by making further announcements as and when appropriate.

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 9:30 a.m. on 21 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 28 November 2016.

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

Hong Kong, 25 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*