

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

This announcement appears for information purposes only and does not constitute an invitation or offer to acquire, purchase, or subscribe for any securities of Culturecom Holdings Limited.



CULTURECOM HOLDINGS LIMITED

文化傳信集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 00343)

EXTENSION OF LONG STOP DATE IN RELATION TO THE POSSIBLE ACQUISITION OF SUPER SPORTS MEDIA INC.

Reference is made to the announcements of CULTURECOM HOLDINGS LIMITED (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, 21 November 2016 and 25 November 2016 (the “**Announcements**”). Unless otherwise defined in this announcement or the context otherwise requires, capitalised terms used in the Announcements have the same meanings when used herein.

Pursuant to the Share Subscription Agreement, in the event that the conditions precedent under the Share Subscription Agreement have not been satisfied, or waived, on or before 31 December 2016 (the “**SSA Long Stop Date**”) (or such later date as the parties to the Share Subscription Agreement may agree), the Share Subscription Agreement shall cease to be of any effect.

Pursuant to the CN Subscription Agreement, the long stop date thereunder shall have the same meaning of the SSA Long Stop Date.

Pursuant to the Sale and Purchase Agreement, in the event that the conditions precedent under the Sale and Purchase Agreement have not been satisfied, or waived, on or before 31 December 2016 (the “**SPA Long Stop Date**”) (or such later date as the parties to the Sale and Purchase Agreement may agree, provided that the extended SPA Long Stop Date shall in no case be later than 31 March 2017), the Sale and Purchase Agreement shall cease to be of any effect.

As additional time is required to satisfy the conditions precedent under the Sale and Purchase Agreement, the Share Subscription Agreement and the CN Subscription Agreement, the Board announces that after arm's length negotiations, the parties to each of the Share Subscription Agreement and the Sale and Purchase Agreement entered into two extension letters on 30 December 2016 to respectively extend (1) the SSA Long Stop Date to 31 March 2017 (or such later date as the parties to the Share Subscription Agreement may agree); and (2) the SPA Long Stop Date to 31 March 2017 (or such later date as the parties to the Sale and Purchase Agreement may agree).

Save for the extension of the SSA Long Stop Date and the SPA Long Stop Date as disclosed above, there are no other changes to the Transactions and all other terms and conditions of Sale and Purchase Agreement, the Share Subscription Agreement and the CN Subscription Agreement remain unchanged and continue to be in full force and effect.

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

The timing and outcome of the above matter are uncertain. There are uncertainties as to whether the Transactions will or will not proceed and the eventual terms of the Transactions, if it does proceed. Shareholders and potential investors should exercise caution when dealing in the securities of the Company.

By order of the Board
Culturecom Holdings Limited
Kwan Kin Chung
Managing Director

Hong Kong, 30 December 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).

The Directors jointly and severally accept full responsibility for the accuracy of the information contained in this announcement and confirm, having made all reasonable inquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statement in this announcement misleading.

* For identification purpose only