

# **Monthly Return of Equity Issuer on Movements in Securities**

| For the month ended (dd/mm/                        | 30/04/2013 |                        |                                  |   |
|--|------------|------------------------|----------------------------------|---|
| To: Hong Kong Exchanges and                        | Clearing   | Limited                |                                  |   |
| Name of Issuer                                     | CULTUR     | ECOM HOLDINGS          | S LIMITED                        |   |
| Date Submitted                                     |            | 2 May 2013             |                                  |   |
| I. Movements in Authorised Sha                     | are Capita | ıl                     |                                  |   |
| 1. Ordinary Shares                                 |            |                        |                                  |   |
| (1) Stock code : 343 Description : ORDINARY SHARES |            |                        |                                  |   |
|  |            | No. of ordinary shares | Par value<br>(State<br>currency) | Authorised share capital (State currency) |
| Balance at close of preceding me                   | onth _     | 200,000,000,000        | HK\$0.01                         | HK\$2,000,000,000                         |
| Increase/(decrease)                                | -          | <u> </u>               |                                  |   |
| Balance at close of the month                      | -          | 200,000,000,000        | HK\$0.01                         | HK\$2,000,000,000                         |
| (2) Stock code :                                   | Descript   | ion :                  |                                  | _   |
|  |            | No. of ordinary shares | Par value<br>(State<br>currency) | Authorised share capital (State currency) |
| Balance at close of preceding me                   | onth _     |                        |                                  |   |
| Increase/(decrease)                                | -          |                        |                                  |   |
| Balance at close of the month                      | -          |                        |                                  |   |

# 2. Preference Shares Stock code: Description: Par value Authorised share No. of preference (State capital shares currency) (State currency) Balance at close of preceding month Increase/(decrease) Balance at close of the month 3. Other Classes of Shares Stock code: Description: Par value Authorised share No. of other (State capital classes of shares (State currency) currency) Balance at close of preceding month Increase/(decrease)

Total authorised share capital at the end of the month (State currency):

Balance at close of the month

HK\$2,000,000,000

# II. Movements in Issued Share Capital

|  | No. of ordina | ary shares | No of preference | No. of other classes |
|--|---------------|------------|------------------|----------------------|
|  | (1)           | (2)        | shares           | of shares            |
| Balance at close of preceding month      | 1,092,773,946 |            |                  |                      |
| Increase/ (decrease)<br>during the month | 16,940,000    |            |                  |                      |
| Balance at close of the month            | 1,109,713,946 |            |                  |                      |

# III. Details of Movements in Issued Share Capital

Share Options (under Share Option Schemes of the Issuer)

| Share Options (under    | Share Option   | Schemes of the I | ssuer)        |              |                      |                          |
|-------------------------|----------------|------------------|---------------|--------------|----------------------|--------------------------|
| Particulars of share    |                |                  |               |              | No. of new shares of | No. of new shares of     |
| option scheme           |                |                  |               |              | issuer issued during | issuer which may be      |
| including EGM           |                |                  |               |              | the month pursuant   | issued pursuant thereto  |
| approval date           |                | Movement durin   | ng the month  |              | thereto              | as at close of the month |
| (dd/mm/yyyy) and -      |                |                  |               |              | •                    |                          |
| class of shares         |                |                  |               |              |                      |                          |
| issuable                | Granted        | Exercised        | Cancelled     | Lapsed       |                      |                          |
| 1. Share option         |                |                  |               |              |                      |                          |
| scheme                  |                |                  |               |              |                      |                          |
| approved and            |                |                  |               |              |                      |                          |
| adopted on              |                |                  |               |              |                      |                          |
| (21/08/2002)            |                |                  |               |              |                      |                          |
| Ordinary shares         | NIL            | NIL              | NIL           | NIL          | NIL                  | 158,681,050              |
| (Note 1)                |                |                  |               |              |                      |                          |
|                         |                |                  |               |              |                      |                          |
|                         |                |                  |               |              |                      |                          |
|                         |                |                  |               |              |                      |                          |
|                         |                |                  |               |              |                      |                          |
|                         |                |                  |               |              |                      |                          |
|                         |                |                  |               |              |                      |                          |
|                         |                |                  |               |              |                      |                          |
| (AT , 1)                |                |                  |               |              |                      |                          |
| (Note 1)                |                |                  |               |              |                      |                          |
|                         |                |                  |               |              |                      |                          |
| 3.                      |                |                  |               |              |                      |                          |
|                         |                |                  |               |              |                      |                          |
|                         |                |                  |               |              |                      |                          |
|                         |                |                  |               |              |                      |                          |
| ( / / )                 |                |                  |               |              |                      |                          |
| shares                  |                |                  |               |              |                      |                          |
| ( <i>Note 1</i> )       |                |                  |               |              |                      | -                        |
|                         |                | Tot              | tal A. (Ordin | nary shares) | NIL                  |                          |
|                         |                |                  |               | nce shares)  | N/A                  |                          |
|                         |                |                  | ,             | Other class) | N/A                  |                          |
| Total funds raised dur  | ring the month | from exercise of | ,             | ,            |                      |                          |
| options (State currence |                |                  |               | NIL          |                      |                          |
|                         | <i>3</i> /     |                  | -             |              |                      |                          |
|                         |                |                  |               |              |                      |                          |

Warrants to Issue Shares of the Issuer which are to be Listed

| Description of warrants (Date of expiry - dd/mm/yyyy)    | Currency of nominal value | Nominal value at close of preceding month | during the | Nominal value<br>at close of the<br>month | No. of new<br>shares of<br>issuer issued<br>during the<br>month<br>pursuant<br>thereto | No. of new<br>shares of<br>issuer which<br>may be issued<br>pursuant<br>thereto as at<br>close of the<br>month |
|--|---------------------------|---|------------|---|--|--|
| Private placing of listed                                |                           | 1 0                                       |            |   |  |  |
| warrants   | HK\$                      | 22,108,800                                | 4,743,200  | 17,365,600                                | 16,940,000   | 62,020,000   |
|  |                           |   |            |   |  |  |
| ( 02 / 05 / 2013 )                                       | 02                        | 4   |            |   |  |  |
| Stock code (if listed) Class of shares                   | 824                       | 4   | -          |   |  |  |
| issuable (Note 1)  | ORDINARY                  | SHARES                                    |            |   |  |  |
| Subscription price                                       | HK\$0.28 PE               | R SHARE                                   | _          |   |  |  |
| EGM approval date (if applicable) (dd/mm/yyyy)           | ( / /                     | )   | -<br>-     |   |  |  |
| 2. Private placing of un-listed                          |                           |   |            |   |  |  |
| warrants   | 1117¢                     | 00 1 40 000                               |            | 02 1 40 000                               | ) III  | <b>5</b>   |
| ( 10 /07 /2017 )   | HK\$                      | 92,148,000                                | NIL        | 92,148,000                                | NIL  | 76,790,000   |
| ( 19 / 07 / 2017 )<br>Stock code (if listed)             |                           |   |            |   |  |  |
| Class of shares  |                           |   | -          |   |  |  |
| issuable (Note 1)  | ORDINARY                  | SHARES                                    | _          |   |  |  |
| Subscription price                                       | HK\$1.20 PE               | R SHARE                                   | _          |   |  |  |
| EGM approval date<br>(if applicable)<br>(dd/mm/yyyy)     | ( / /                     | )   |            |   |  |  |
| 3.   | ,                         |   | -          |   |  |  |
|  |                           |   |            |   |  |  |
|  |                           |   |            |   |  |  |
| Stock code (if listed) Class of shares issuable (Note 1) |                           |   | -          |   |  |  |
| Subscription price EGM approval date                     |                           |   | =          |   |  |  |
| (if applicable)  |                           |   |            |   |  |  |
| (dd/mm/yyyy)   | ( / /                     | )   | <u>-</u>   |   |  |  |
| 4.   |                           |   |            |   |  |  |
|  |                           |   |            |   |  |  |
|  | -                         | -   |            | - <u></u>                                 |  |  |
| Stock code (if listed)                                   |                           |   |            |   |  |  |
| Class of shares  |                           |   | <u>-</u>   |   |  |  |
| issuable (Note 1)  |                           |   | <u>-</u>   |   |  |  |
| Subscription price                                       |                           |   | <u>-</u>   |   |  |  |
| EGM approval date (if applicable)                        |                           |   |            |   |  |  |
| (dd/mm/yyyy)   | ( / /                     | )   |            |   |  |  |
|  | `                         | •   | -          |   |  |  |
|  |                           | Tota                                      |            | • -                                       | 16,940,000   | -  |
|  |                           |   | ,          | ence shares)                              | N/A  |  |
|  |                           |   | (          | Other class)                              | N/A  | -  |

| Convertibles (i.e. Convertible i  Class and description |               | Amount at close of preceding month | Converted during the month | Amount at close of the month | No. of new<br>shares of<br>issuer issued<br>during the<br>month<br>pursuant<br>thereto | No. of new<br>shares of<br>issuer which<br>may be issued<br>pursuant<br>thereto as at<br>close of the<br>month |
|---|---------------|------------------------------------|----------------------------|------------------------------|--|--|
| 1.  |               |                                    |                            |                              |  |  |
|   | <br><br>      |                                    |                            |                              |  |  |
| Stock code (if listed)                                  |               |                                    |                            |                              |  |  |
| Class of shares issuable (Note 1) Subscription price    |               |                                    |                            |                              |  |  |
| EGM approval date                                       |               |                                    |                            |                              |  |  |
| (if applicable)<br>(dd/mm/yyyy))                        | ( / / )       |                                    |                            |                              |  |  |
| 2.  | <u>—</u><br>— |                                    |                            |                              |  |  |
| Stock code (if listed)                                  | <br>          |                                    |                            |                              |  |  |
| Class of shares issuable (Note 1)                       |               |                                    |                            |                              |  |  |
| Subscription price                                      |               |                                    |                            |                              |  |  |
| EGM approval date (if applicable) (dd/mm/yyyy)          | ( / / )       |                                    |                            |                              |  |  |
| 3.  |               |                                    |                            |                              |  |  |
|   | <u> </u>      |                                    |                            |                              |  |  |
| Stock code (if listed)                                  | <u> </u>      | ·                                  |                            |                              |  |  |
| Class of shares issuable (Note 1)                       |               |                                    |                            |                              |  |  |
| Subscription price                                      |               |                                    |                            |                              |  |  |
| EGM approval date (if applicable)                       |               |                                    |                            |                              |  |  |
| (dd/mm/yyyy)  | ( / / )       | <del></del>                        |                            |                              |  |  |
| 4.  | <u>—</u>      |                                    |                            |                              |  |  |
|   | <u> </u>      |                                    |                            |                              |  |  |
| Stock code (if listed)                                  | <del>_</del>  |                                    |                            |                              |  |  |
| Class of shares   |               | <del></del>                        |                            |                              |  |  |
| issuable (Note 1) Subscription price                    |               |                                    |                            |                              |  |  |
| EGM approval date                                       |               |                                    |                            |                              |  |  |
| (if applicable)<br>(dd/mm/yyyy)                         | ( / / )       |                                    |                            |                              |  |  |
|   |               |                                    | Total C. (Ordin            | nary shares)                 |  | <u>-</u>   |
|   |               |                                    | (Preiere                   | ence shares) Other class)    |  | <u>-</u>   |

For Main Board and GEM listed issuers
Any other Agreements or Arrangements to Issue Shares of the Issuer which are to be Listed, including Options (other than under Share Option Schemes)

| Full particulars including EGM approval date (dd/mm/yyyy), if applicable, and class of shares issuable: | No. of new shares of issuer issued during the month pursuant thereto | No. of new shares of issuer which may be issued pursuant thereto as at close of the month |
|---|--|---|
| 1   | -  |   |
|   |  |   |
|   | •  |   |
| shares (Note 1)   |  |   |
| 2.  |  |   |
|   |  |   |
|   | -  |   |
|   |  |   |
| shares (Note 1)   |  |   |
| 3.  |  |   |
|   |  |   |
|   |  |   |
| ( / / ) shares (Note 1)   | -  |   |
| Silates (Note 1)  |  |   |
| Total D. (Ordinary shares)  | -  |   |
| (Preference shares)   |  | •   |
| (Other class)   |  |   |
|   |  |   |

|    | Type of Issue | Issued Share Capital      |   |       |   | No. of new<br>shares of<br>issuer issued<br>during the<br>month<br>pursuant<br>thereto | No. of new<br>shares of<br>issuer which<br>may be<br>issued<br>pursuant<br>thereto as at<br>close of the<br>month |
|----|---------------|---------------------------|---|-------|---|--|---|
|    | J1            |                           | Class of shares issuable                |       |   |  |   |
|    |               |                           | (Note 1)                                |       |   |  |   |
| 1. | Rights issue  | At price : State currency | Issue and allotment date : (dd/mm/yyyy) | ( / / | ) |  |   |
|    |               |                           | EGM approval date: (dd/mm/yyyy)         | ( / / | ) |  |   |
|    |               |                           |   |       |   |  |   |
|    |               |                           | Class of shares issuable (Note 1)       |       |   |  |   |
| 2. | Open offer    | At price : State currency | Issue and allotment date: (dd/mm/yyyy)  | ( / / | ) |  |   |
|    |               |                           | EGM approval date: (dd/mm/yyyy)         | ( / / | ) |  |   |
|    |               |                           |   |       |   |  |   |
|    |               |                           | Class of shares issuable (Note 1)       |       |   |  |   |
| 3. | Placing       | At price : State currency | Issue and allotment date: (dd/mm/yyyy)  | ( / / | ) |  |   |
|    |               |                           | EGM approval date: (dd/mm/yyyy)         | ( / / | ) |  |   |
|    |               |                           |   |       |   |  | _   |
|    |               |                           | Class of shares issuable (Note 1)       |       |   |  |   |
| 4. | Bonus issue   |                           | Issue and allotment date: (dd/mm/yyyy)  | ( / / | ) |  |   |
|    |               |                           | EGM approval date: (dd/mm/yyyy)         | ( / / | ) |  |   |

For Main Board and GEM listed issuers

|    |                      |                             |   | or main | <u> Dour</u> | No. of new<br>shares of<br>issuer issued<br>during the<br>month<br>pursuant<br>thereto | No. of new<br>shares of<br>issuer which<br>may be<br>issued<br>pursuant<br>thereto as at<br>close of the |
|----|----------------------|-----------------------------|---|---------|--------------|--|--|
|    | Type of Issue        |                             |   |         |              |  | month  |
|    |                      |                             | Class of shares issuable (Note 1)       |         |              |  |  |
| 5. | Scrip dividend       | At price : State currency — | Issue and allotment date: (dd/mm/yyyy)  | ( / /   | )            |  |  |
|    |                      |                             | EGM approval date: (dd/mm/yyyy)         | ( / /   | )            |  |  |
|    |                      |                             | Class of shares repurchased (Note 1)    |         |              |  |  |
| 6. | Repurchase of shares |                             | Cancellation date : (dd/mm/yyyy)        | ( / /   | )            |  |  |
|    |                      |                             | EGM approval date: (dd/mm/yyyy)         | ( / /   | )            |  |  |
|    |                      |                             |   |         |              |  |  |
|    |                      |                             | Class of shares redeemed (Note 1)       |         | _            |  |  |
| 7. | Redemption of shares |                             | Redemption date : (dd/mm/yyyy)          | ( / /   | )            |  |  |
|    |                      |                             | EGM approval date: (dd/mm/yyyy)         | ( / /   | )            |  |  |
|    |                      |                             |   |         |              |  |  |
|    |                      |                             | Class of shares issuable (Note 1)       |         |              |  |  |
| 8. | Consideration issue  | At price : State currency — | Issue and allotment date : (dd/mm/yyyy) | ( / /   | )            |  |  |
|    |                      |                             | EGM approval date: (dd/mm/yyyy)         | ( / /   | )            |  |  |
|    |                      |                             |   |         |              |  |  |

N/A

|     |                           |                                | For                                     | Main Boar                  | d and GEM lis                |   |
|-----|---------------------------|--------------------------------|---|----------------------------|------------------------------|---|
|     |                           |                                |   |                            | during the                   | No. of new<br>shares of<br>issuer which<br>may be |
|     |                           |                                |   |                            | month<br>pursuant<br>thereto | pursuant<br>thereto as at<br>close of the         |
|     | Type of Issue             |                                |   |                            |                              | month   |
|     |                           |                                | Class of shares issuable _ (Note 1)     |                            |                              |   |
| 9.  | Capital reorganisation    |                                | date: (dd/mm/yyyy)                      | / / )                      |                              |   |
|     |                           |                                | EGM approval date: (dd/mm/yyyy)         | / / )                      |                              |   |
|     |                           |                                |   |                            |                              |   |
|     |                           |                                | Class of shares issuable _ (Note 1)     |                            |                              |   |
| 10. | Other<br>(Please specify) | At price : State               | Issue and allotment date : (dd/mm/yyyy) | / / )                      |                              |   |
|     |                           |                                | EGM approval date: (dd/mm/yyyy)         | / / )                      |                              |   |
|     |                           |                                | Total E. (Ord                           | linary share               | s)                           |   |
|     |                           |                                | (Prefer                                 | rence share<br>(Other clas | s)                           | <del>-</del><br>-<br>-                            |
|     |                           |                                |   |                            |                              |   |
| To  | otal increase / (decre    | ease) in ordinary shares durir | ng the month (i.e. Total of A to E):    | (                          | 16,9                         | 40,000  |
|     |                           |                                |   | (                          | 2) 1                         | N/A   |
| Т   | otal increase / (decre    | ease) in preference shares du  | ring the month (i.e. Total of A to E    | ():                        | 1                            | N/A   |

Total increase / (decrease) in other classes of shares during the month (i.e. Total of A to E):

(These figures should be the same as the relevant figures under II above ("Movements in Issued Share Capital").)

| D 1 ('C')        |   | Board and GEM listed issuers |
|------------------|---|------------------------------|
| Remarks (if any) | /):   |                              |
|                  |   |                              |
|                  |   | _                            |
|                  |   |                              |
|                  |   |                              |
|                  |   |                              |
|                  |   |                              |
|                  |   |                              |
|                  |   |                              |
|                  |   |                              |
| Submitted by:    | KWAN KIN CHUNG  |                              |
| Title:           | DIRECTOR (Director, Secretary or other duly authorised officer) |                              |
|                  |   |                              |
|                  |   |                              |

### Notes:

- 1. State the class of shares (e.g. ordinary, preference or other).
- 2. If there is insufficient space, please append the prescribed continuation sheet.