

SUMMARY

Offer Price and Net Proceeds

The Offer Price has been determined at HK\$0.63 per Share (excluding the brokerage of 1%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005%).

Based on the Offer Price of HK\$0.63 per Share, the net proceeds from the Global Offering to be received by the Company, after deduction of underwriting fees and commissions and estimated expenses payable by the Company in connection with the Global Offering and assuming the Over-allotment Option is not exercised, is estimated to be approximately HK\$265.5 million. The Company intends to apply such net proceeds in accordance with the purposes set out in the section headed “Future Plans and Use of Proceeds” in the Prospectus.

Applications under the Hong Kong Public Offering

The Offer Shares initially offered under the Hong Kong Public Offering have been over-subscribed. A total of 6,709 valid applications have been received pursuant to the Hong Kong Public Offering for a total of 445,168,000 Hong Kong Public Offer Shares, representing approximately 8.91 times of the total number of 50,000,000 Hong Kong Public Offer Shares initially available for subscription under the Hong Kong Public Offering. No clawback mechanism has been effected.

As the over-subscription in the Hong Kong Public Offering is less than 15 times, no reallocation procedure as described in the section headed “Structure and Conditions of the Global Offering-Pricing and Allocation” in the Prospectus has been applied. The final number of Offer Shares under the Hong Kong Public Offering is 50,000,000 Offer Shares, representing approximately 10% of the Offer Shares initially available under the Global Offering (before any exercise of the Over-allotment Option).

International Offering and Over-allotment Option

The Offer Shares initially offered under the International Offering have been slightly oversubscribed. The final number of Offer Shares allocated to 263 placees under the International Offering is 450,000,000 Shares, representing approximately 90% of the total number of the Offer Shares under the Global Offering (before any exercise of the Over-allotment Option).

Based on the Offer Price of HK\$0.63 per Share and pursuant to the cornerstone investment agreements entered into among the Company and the Cornerstone Investors as disclosed in the section headed “Cornerstone Investors” in the Prospectus, the number of Offer Shares subscribed for by the Cornerstone Investors, namely Trilogic Investments Limited, Mr. HO Kim Fong, and Ms. SWING Jennifer Patricia, have acquired an aggregate of 74,400,000 Offer Shares, representing, in aggregate, approximately 14.88% of the number of Offer Shares available under the Global Offering, assuming that the Over-allotment option is not exercised.

In connection with the Global Offering, the Company has granted the Over-allotment Option to the International Underwriters, exercisable by the Sole Global Coordinator for itself and on behalf of the International Underwriters, at any time from the Listing Date until Sunday, January 7, 2018, being the 30th day after the last day for lodging applications under the Hong Kong Public Offering, to require the Company to allot and issue up to 75,000,000 additional Shares, representing approximately 15% of the Offer Shares initially offered under the Global Offering, at the Offer Price to cover over-allocations in the International Offering, if any. If the Over-allotment Option is exercised, an announcement will be made in accordance with the Listing Rules. As of the date of this announcement, the Over-allotment Option has not been exercised.

Results of Allocations

In relation to the Hong Kong Public Offering, the Company announces that the results of allocations and the Hong Kong identity card/passport/Hong Kong business registration numbers of successful applicants under the Hong Kong Public Offering will be made available at the times and dates and in the manner specified below:

- in this announcement posted on the Company's website at **www.gamehollywood.com** and the Stock Exchange's website at **www.hkexnews.hk** by no later than 9:00 a.m. on Thursday, December 14, 2017;
- from the designated results of allocations website at **www.tricor.com.hk/ipo/result** with a "search by ID" function on a 24-hour basis from 8:00 a.m. on Thursday, December 14, 2017 to 12:00 midnight on Wednesday, December 20, 2017;
- by telephone enquiry line by calling 3691-8488 between 9:00 a.m. and 6:00 p.m. from Thursday, December 14, 2017 to Tuesday, December 19, 2017; and
- in the special allocation results booklets which will be available for inspection during opening hours from Thursday, December 14, 2017 to Saturday, December 16, 2017 at all the receiving banks' designated branches.

The level of indication of interests in the International Offering, the level of applications in the Hong Kong Public Offering and the basis of allocation of the Hong Kong Public Offer Shares will also be published on Thursday, December 14, 2017 in the South China Morning Post (in English) and the Hong Kong Economic Times (in Chinese) (the "Newspapers") and on the Company's website at **www.gamehollywood.com** and the Stock Exchange's website at **www.hkexnews.hk**.

Despatch/Collection of Share Certificates and Refund Monies

Applicants who have applied for 1,000,000 or more Hong Kong Public Offer Shares and have provided all information required by their **WHITE** Application Forms, and applicants who have applied for 1,000,000 Hong Kong Public Offer Shares or more through the **HK eIPO White Form** service by submitting electronic applications through the designated website **www.hkeipo.hk** and whose applications are wholly or partially successful, may collect their refund cheque(s) and/or share certificate(s) from Tricor Investor Services Limited at Level 22, Hopewell Centre, 183 Queen's Road East, Hong Kong, from 9:00 a.m. to 1:00 p.m. on Thursday, December 14, 2017, or such other date as notified by the Company in the Newspapers. If such applicants do not collect their refund cheque(s) and/or share certificate(s) personally within the time specified for collection, such refund cheque(s) and/or share certificate(s) will be dispatched promptly to the addresses specified in their Application Forms by ordinary post at their own risk.

Applicants who have applied for less than 1,000,000 Hong Kong Public Offer Shares and have provided all information required by their **WHITE** Application Forms, and applicants who have applied for less than 1,000,000 Hong Kong Public Offer Shares through the **HK eIPO White Form** service by submitting electronic applications through the designated website **www.hkeipo.hk** and whose applications are wholly or partially successful, will have their refund cheque(s) and/or share certificate(s) sent to their addresses specified in their Application Forms on or before Thursday, December 14, 2017 by ordinary post and at their own risk.

For applicants using the **HK eIPO White Form** service and who have paid the application monies from a single bank account, any refund monies will be dispatched to that bank account in the form of e-Refund payment instructions. For applicants using the **HK eIPO White Form** service and who have paid the application monies from multiple bank accounts, any refund monies will be dispatched to the addresses specified in their application instructions in the form of refund cheque(s) by ordinary post at their own risk.

Wholly or partially successful applicants using **YELLOW** Application Forms or who gave **electronic application instructions** to HKSCC will have their share certificate(s) issued in the name of HKSCC Nominees and deposited into CCASS for credit to their designated CCASS Participant's stock accounts or their CCASS Investor Participant's stock accounts as stated in their applications on Thursday, December 14, 2017, or, on any other date determined by HKSCC or HKSCC Nominees.

Wholly or partially unsuccessful applicants who have applied for 1,000,000 or more Hong Kong Public Offer Shares under **YELLOW** Application Forms may collect their refund cheque(s) from Tricor Investor Services Limited at Level 22, Hopewell Centre, 183 Queen's Road East, Hong Kong, from 9:00 a.m. to 1:00 p.m. on Thursday, December 14, 2017, or such other date as notified by the Company in the Newspapers. If such applicants do not collect their refund cheque(s) personally within the time specified for collection, such refund cheque(s) will be dispatched promptly to the addresses specified in their Application Forms by ordinary post at their own risk.

Wholly or partially unsuccessful applicants who have applied for less than 1,000,000 Hong Kong Public Offer Shares under **YELLOW** Application Forms will have their refund cheque(s) sent to the addresses specified in their Application Forms on or before Thursday, December 14, 2017 by ordinary post and at their own risk.

Refund of application monies in respect of wholly or partially unsuccessful applications who gave **electronic application instructions** to HKSCC will be credited to their designated bank accounts or the designated bank accounts of their brokers or custodians on Thursday, December 14, 2017.

Commencement of Dealings in the Shares

No temporary document of title will be issued in respect of the Shares. No receipt will be issued for sums paid on application. Share certificates for the Offer Shares will only become valid certificates of title at 8:00 a.m. on Friday, December 15, 2017, provided that (i) the Global Offering has become unconditional in all respects; and (ii) the right of termination as described in the section headed "Underwriting – Underwriting Arrangements and Expenses – Hong Kong Public Offering – Grounds for Termination" in the Prospectus has not been exercised.

Assuming that the Global Offering becomes unconditional in all aspects at or before 8:00 a.m. on Friday, December 15, 2017, dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Friday, December 15, 2017. The Shares will be traded in board lots of 4,000 Shares each. The stock code of the Company is 2022.

OFFER PRICE

The Offer Price has been determined at HK\$0.63 per Share (excluding brokerage of 1%, the SFC transaction levy of 0.0027% and the Stock Exchange trading fee of 0.005%).

NET PROCEEDS FROM THE GLOBAL OFFERING

Based on the Offer Price of HK\$0.63 per Share, the net proceeds from the Global Offering to be received by the Company, after deduction of underwriting fees and commissions and estimated expenses payable by the Company in connection with the Global Offering and assuming the Over-allotment Option is not exercised, are estimated to be approximately HK\$265.5 million. The Group intends to apply the proceeds from the Global Offering as follows:

- approximately HK\$106.2 million (equivalent to approximately US\$13.5 million, or approximately 40.0% of our total net proceeds) to acquire popular IPs or other related assets from, or invest in or acquire, overseas or China-based online game developers or IP providers. In particular, we intend to use approximately HK\$74.3 million to invest in or acquire game developers and IP providers and approximately HK\$31.9 million to acquire IPs or other related assets primarily relating to popular cartoons and movies. As of the Latest Practicable Date, we had no finalized or definitive understandings, commitments or agreements for investment or acquisition and had not engaged in any related negotiations;
- approximately HK\$66.4 million (equivalent to approximately US\$8.4 million, or approximately 25.0% of our total net proceeds) to fund our in-house research and development efforts in respect of developing proprietary online games and other IPs. In particular, we intend to use approximately HK\$18.6 million to recruit more research and development talents with competitive compensation and approximately HK\$47.8 million to expand and upgrade our research and development centers;
- approximately HK\$39.8 million (equivalent to approximately US\$5.0 million, or approximately 15.0% of our total net proceeds) to further support the expansion of our online game business, which includes enhancing network and technology infrastructure and improving game analytics. In particular, we intend to use approximately HK\$23.9 million for enhancing technology infrastructure and approximately HK\$15.9 million for improving game analytics;
- approximately HK\$26.5 million (equivalent to approximately US\$3.4 million, or approximately 10.0% of our total net proceeds) to support our marketing and promotion campaigns, which includes the promotion of our brand “Game Hollywood” and other marketing activities and campaigns. In particular, we intend to use approximately HK\$10.6 million for our brand promotion and approximately HK\$15.9 million for marketing activities and campaigns; and
- the balance of the net proceeds, which is HK\$26.6 million (equivalent to approximately US\$3.4 million, or approximately 10.0% of our total net proceeds) to be used for working capital and other general corporate purposes.

Any additional proceeds received from the exercise of the Over-allotment Option will be allocated to the above purposes on a pro rata basis.

To the extent that the net proceeds are not immediately applied to the above purposes, we intend to deposit the net proceeds into short-term demand deposits and/or money market instruments.

Please refer to the section headed “Future Plans and Use of Proceeds” in the Prospectus for further details regarding the use of proceeds.

APPLICATIONS UNDER THE HONG KONG PUBLIC OFFERING

The Offer Shares initially offered under the Hong Kong Public Offering have been over-subscribed. At the close of the application lists at 12:00 noon on Friday, December 8, 2017, a total of 6,709 valid applications (including applications (i) on **WHITE** and **YELLOW** Application Forms; (ii) through giving **electronic application instructions** to HKSCC via CCASS; and (iii) to the **HK eIPO White Form** Service Provider through the **HK eIPO White Form** service) have been received pursuant to the Hong Kong Public Offering for a total of 445,168,000 Hong Kong Public Offer Shares, equivalent to approximately 8.91 times of the total number of 50,000,000 Hong Kong Public Offer Shares initially available under the Hong Kong Public Offering. No clawback mechanism has been effected.

Of the 6,709 valid applications on **WHITE** and **YELLOW** Application Forms or to the designated **HK eIPO White Form** Service Provider through **HK eIPO White Form** service at **www.hkeipo.hk** and by **electronic application instructions** given to HKSCC for a total of 445,168,000 Hong Kong Public Offer Shares, a total of 6,689 valid applications in respect of a total of 194,168,000 Hong Kong Public Offer Shares were for Hong Kong Public Offer Shares with an aggregate subscription amount based on the maximum Offer Price of HK\$0.85 per Offer Share (excluding the brokerage, SFC transaction levy and the Stock Exchange trading fee) of HK\$5 million or less (representing approximately 7.77 times of the 25,000,000 Hong Kong Public Offer Shares initially comprised in pool A), and a total of 20 valid applications in respect of a total of 251,000,000 Hong Kong Public Offer Shares were for Hong Kong Public Offer Shares with an aggregate subscription amount based on the maximum Offer Price of HK\$0.85 per Offer Share (excluding the brokerage, SFC transaction levy and the Stock Exchange trading fee) of more than HK\$5 million (representing approximately 10.04 times of the 25,000,000 Hong Kong Public Offer Shares initially comprised in pool B).

No applications has been rejected as invalid applications which are not completed in accordance with the instructions set out in the Application Forms. 6 multiple applications or suspected multiple applications have been identified and rejected. 4 applications have been rejected due to bounced cheque. No application for more than 50% of the Hong Kong Public Offer Shares initially available under the Hong Kong Public Offering (being 25,000,000 Shares) has been identified.

As the over-subscription in the Hong Kong Public Offering is less than 15 times, no reallocation procedure as described in the section headed “Structure and Conditions of the Global Offering – Pricing and Allocation” in the Prospectus has been applied. The final number of Offer Shares available under the Hong Kong Public Offering is 50,000,000 Offer Shares, representing approximately 10% of the total number of the Offer Shares available under the Global Offering (before any exercise of the Over-allotment Option).

The Hong Kong Public Offer Shares offered in the Hong Kong Public Offering were conditionally allocated on the basis set out in the paragraph headed “Basis of allotment under the Hong Kong Public Offering” below.

INTERNATIONAL OFFERING AND OVER-ALLOTMENT OPTION

The Offer Shares initially offered under the International Offering have been slightly oversubscribed. The final number of Offer Shares allocated to 263 placees under the International Offering is 450,000,000 Shares, representing approximately 90% of the total number of the Offer Shares under the Global Offering (before any exercise of the Over-allotment Option).

In connection with the Global Offering, the Company has granted the Over-allotment Option to the International Underwriters, exercisable by the Sole Global Coordinator for itself and on behalf of the International Underwriters, at any time from the Listing Date until Sunday, January 7, 2018, being the 30th day after the last day for lodging applications under the Hong Kong Public Offering, to require the Company to allot and issue up to 75,000,000 additional Shares, representing approximately 15% of the Offer Shares initially offered under the Global Offering, at the Offer Price to cover over-allocations in the International Offering, if any. If the Over-allotment Option is exercised, an announcement will be made in accordance with the Listing Rules. As of the date of this announcement, the Over-allotment Option has not been exercised.

Based on the Offer Price of HK\$0.63 per Share and pursuant to the cornerstone investment agreements entered into among the Company and the Cornerstone Investors as disclosed in the section headed “Cornerstone Investors” in the Prospectus, the number of Offer Shares subscribed for by the Cornerstone Investors has now been determined as set out below:

Name of Cornerstone Investor	Number of Offer Shares Subscribed	Approximate % of the Offer Shares (assuming no exercise of the Over-allotment Option) ¹	Approximate % of the total issued share capital immediately following the completion of the Global Offering (assuming no exercise of the Over-allotment Option) ¹	Approximate % of the total issued share capital immediately following the completion of the Global Offering (assuming the Over-allotment Option is exercised in full) ¹
Trilogic Investments Limited	37,200,000	7.44%	1.86%	1.79%
Mr. HO Kim Fong	24,800,000	4.96%	1.24%	1.20%
Ms. SWING Jennifer Patricia	12,400,000	2.48%	0.62%	0.60%
Total	<u>74,400,000</u>	<u>14.88%</u>	<u>3.72%</u>	<u>3.59%</u>

Note:

- 1 The percentage figures have been subject to rounding adjustments. Accordingly, figures shown in totals may not be an arithmetic aggregation of the figures preceding them.

To the best knowledge of the Company, each of the Cornerstone Investors is, and will immediately following the Listing be, an independent third party, not a connected person, and not an existing Shareholder of the Company or its close associates.

The Directors confirm that (i) no Offer Shares under the International Offering have been allocated to applicants who are core connected persons of the Company, the Directors, the existing Shareholders or their respective close associates within the meaning of the Listing Rules, whether in their own name or through their nominees, and the International Offering is in compliance with the Placing Guidelines for Equity Securities set out in Appendix 6 to the Listing Rules (the “**Placing Guidelines**”); (ii) no placee will, individually, be placed more than 10% of the enlarged issued share capital of the Company immediately after completion of the Global Offering; (iii) none of the Sole Sponsor, the Sole Global Coordinator, the Joint Bookrunners, the Joint Lead Managers, the Underwriters or their respective affiliated companies or connected clients (as defined in the Placing Guidelines) have taken up any Shares for their own benefit under the Global Offering; (iv) there will not be any new substantial Shareholder immediately after the Global Offering within the meaning of the Listing Rules; (v) the Company’s public float percentage will satisfy the minimum percentage prescribed under Rule 8.08 of the Listing Rules; (vi) the three largest public shareholders of the Company do not hold more than 50% of the Shares held in public hands at the time of the Listing in compliance with Rules 8.08(3) and 8.24 of the Listing Rules; and (vii) there will be at least 300 Shareholders at the time of the Listing in compliance with Rule 8.08(2) of the Listing Rules. Further, each of the Cornerstone Investors will be subject to restrictions on disposals of their Offer Shares during the period of six months following the Listing Date.

BASIS OF ALLOTMENT UNDER THE HONG KONG PUBLIC OFFERING

Subject to the satisfaction of the conditions set out in the section headed “Structure and Conditions of the Global Offering – Conditions of the Global Offering” in the Prospectus, valid applications made by the public on **WHITE** and **YELLOW** Application Forms, to the **HK eIPO White Form** Service Provider under the **HK eIPO White Form** service and through giving **electronic application instructions** to HKSCC via CCASS will be conditionally allocated on the basis set out below:

NO. OF HONG KONG PUBLIC OFFER SHARES APPLIED FOR	NO. OF VALID APPLICATIONS	BASIS OF ALLOTMENT/BALLOT POOL A	APPROXIMATE PERCENTAGE ALLOTTED OF THE TOTAL NO. OF HONG KONG PUBLIC OFFER SHARES APPLIED FOR
4,000	2,774	1,946 out of 2,774 applications to receive 4,000 shares	70.15%
8,000	1,897	1,426 out of 1,897 applications to receive 4,000 shares	37.59%
12,000	733	588 out of 733 applications to receive 4,000 shares	26.74%
16,000	98	86 out of 98 applications to receive 4,000 shares	21.94%
20,000	204	185 out of 204 applications to receive 4,000 shares	18.14%
24,000	77	4,000 shares	16.67%
28,000	34	4,000 shares plus 3 out of 34 applications to receive an additional 4,000 shares	15.55%
32,000	39	4,000 shares plus 9 out of 39 applications to receive an additional 4,000 shares	15.38%
36,000	49	4,000 shares plus 15 out of 49 applications to receive an additional 4,000 shares	14.51%

NO. OF HONG KONG PUBLIC OFFER SHARES APPLIED FOR	NO. OF VALID APPLICATIONS	BASIS OF ALLOTMENT/BALLOT POOL A	APPROXIMATE PERCENTAGE ALLOTTED OF THE TOTAL NO. OF HONG KONG PUBLIC OFFER SHARES APPLIED FOR
40,000	142	4,000 shares plus 54 out of 142 applications to receive an additional 4,000 shares	13.80%
44,000	14	4,000 shares plus 7 out of 14 applications to receive an additional 4,000 shares	13.64%
48,000	30	4,000 shares plus 18 out of 30 applications to receive an additional 4,000 shares	13.33%
52,000	24	4,000 shares plus 17 out of 24 applications to receive an additional 4,000 shares	13.14%
56,000	71	4,000 shares plus 55 out of 71 applications to receive an additional 4,000 shares	12.68%
60,000	48	4,000 shares plus 43 out of 48 applications to receive an additional 4,000 shares	12.64%
64,000	1	8,000 shares	12.50%
68,000	10	8,000 shares	11.76%
72,000	6	8,000 shares	11.11%
76,000	1	8,000 shares	10.53%
80,000	40	8,000 shares plus 2 out of 40 applications to receive an additional 4,000 shares	10.25%
88,000	8	8,000 shares plus 2 out of 8 applications to receive an additional 4,000 shares	10.23%
92,000	4	8,000 shares plus 1 out of 4 applications to receive an additional 4,000 shares	9.78%
96,000	6	8,000 shares plus 2 out of 6 applications to receive an additional 4,000 shares	9.72%
100,000	118	8,000 shares plus 46 out of 118 applications to receive an additional 4,000 shares	9.56%
200,000	144	8,000 shares plus 57 out of 144 applications to receive an additional 4,000 shares	4.79%
300,000	22	8,000 shares plus 11 out of 22 applications to receive an additional 4,000 shares	3.33%
400,000	20	8,000 shares plus 16 out of 20 applications to receive an additional 4,000 shares	2.80%
500,000	43	8,000 shares plus 42 out of 43 applications to receive an additional 4,000 shares	2.38%
1,000,000	21	20,000 shares	2.00%
2,000,000	7	40,000 shares	2.00%
3,000,000	3	60,000 shares	2.00%
5,000,000	1	100,000 shares	2.00%
	<u>6,689</u>		

NO. OF HONG KONG PUBLIC OFFER SHARES APPLIED FOR	NO. OF VALID APPLICATIONS	BASIS OF ALLOTMENT/BALLOT POOL B	APPROXIMATE PERCENTAGE ALLOTTED OF THE TOTAL NO. OF HONG KONG PUBLIC OFFER SHARES APPLIED FOR
6,000,000	8	596,000 shares plus 3 out of 8 applications to receive an additional 4,000 shares	9.96%
9,000,000	2	896,000 shares	9.96%
10,000,000	3	996,000 shares	9.96%
15,000,000	2	1,492,000 shares plus 1 out of 2 applications to receive an additional 4,000 shares	9.96%
25,000,000	5	2,488,000 shares plus 3 out of 5 applications to receive an additional 4,000 shares	9.96%
	<u>20</u>		

The final number of Offer Shares comprised in the Hong Kong Public Offering is 50,000,000 Offer Shares, representing approximately 10% of the total number of the Offer Shares under the Global Offering. The final number of Offer Shares comprised in the International Offering is 450,000,000 Offer Shares, representing approximately 90% of the total number of the Offer Shares under the Global Offering.

RESULTS OF ALLOCATIONS

The results of allocations and the Hong Kong identity card/passport/Hong Kong business registration numbers of successful applicants under the Hong Kong Public Offering will be available at the times and dates and in the manner specified below:

- in this announcement posted on the Company's website at www.gamehollywood.com and the Stock Exchange's website at www.hkexnews.hk by no later than 9:00 a.m. on Thursday, December 14, 2017;
- from the designated results of allocations website at www.tricor.com.hk/ipo/result with a "search by ID" function on a 24-hour basis from 8:00 a.m. on Thursday, December 14, 2017 to 12:00 midnight on Wednesday, December 20, 2017;
- by telephone enquiry line by calling 3691-8488 between 9:00 a.m. and 6:00 p.m. from Thursday, December 14, 2017 to Tuesday, December 19, 2017; and
- in the special allocation results booklets which will be available for inspection during opening hours from Thursday, December 14, 2017 to Saturday, December 16, 2017 at all the receiving banks' designated branches as set out below.

Wing Lung Bank Limited

District	Branch name	Address
Hong Kong Island	Hong Kong Head Office	45 Des Voeux Road
	Johnston Road Branch	118 Johnston Road
Kowloon	Mongkok Branch	B/F Wing Lung Bank Centre, 636 Nathan Road
	Tsim Sha Tsui Branch	4 Carnavon Road
New Territories	Tsuen Wan Branch	251 Sha Tsui Road
	Sheung Shui Branch	128 San Fung Avenue

The final Offer Price, level of indication of interests in the International Offering, the level of applications in the Hong Kong Public Offering and the basis of allocation of the Hong Kong Public Offer Shares will also be published on Thursday, December 14, 2017 in the South China Morning Post (in English) and the Hong Kong Economic Times (in Chinese) and on the Company's website at www.gamehollywood.com and the Stock Exchange's website at www.hkexnews.hk.