

【Press Release】

## Collaboration of TVB.com and Culturecom on mobile games development

[25 July 2013 – Hong Kong] Culturecom Holdings Limited (“Culturecom”, stock code: 343.HK) and TVB.COM held a press conference today regarding their collaboration on mobile games development. In the press conference, Culturecom and TVB.COM were pleased to announce the appointment of Miss Eliza Sam (岑麗香) as the spokesperson of the TVB mobile game series for Asia from 2013 to 2014.

Along with the rapid growth of the mobile game market, Culturecom works together with TVB.COM to develop fascinating mobile games with the titles, characters and content of TVB’s popular programs, allowing audience to recapture classic TVB shows through the games. Culturecom has been granted licenses for the distribution of the TVB mobile game series in the Greater China and Southeast Asia, maximize the exposure among Chinese users.

Mr. KWAN Kin Chung, Managing Director of Culturecom said, “Hong Kong, a metropolis with mixed culture of the East and West, has been influencing the cultural development in the Greater China and Southeast Asia. Being a local TV station and a leading TV broadcaster in Hong Kong, Macau, and the Chinese communities around the world, TVB has produced a lot of popular dramas and programs for decades. On the other hand, Culturecom’s comics have been the vogue in Hong Kong, Macau, Southeast Asia and other Chinese communities in the globe since 1970s.”

“Starting from Hong Kong, this collaboration will be extended to overseas to cater the high-end Chinese communities and the Cantonese speakers in the globe with the first BBB+ grade mobile TV games based on the contents of TVB’s popular programs and dramas. This will definitely build a huge mobile game market for the Cantonese population.” Mr. KWAN said.

Mr. Kenneth WONG, Chief Operating Officer of TVB.COM said, “We are pleased to cooperate with Culturecom to jointly develop mobile game business in Southeast Asia including Hong Kong and the Mainland China, and to provide an innovative advertising platform for customers. According to the China Gaming Industry Report, the sales of Chinese game market industry exceeded RMB60 billion in 2012, representing a 35% growth from RMB44.6 billion in 2011. This shows that the game market size remains massive and in high growth in recent years, creating substantial business opportunities for us.”

Mr. Wong concluded, “Looking forward, TVB.COM will launch a new online video service in the fourth quarter of this year and will digitalize our large database of TV programs for online viewing.”

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### **About Culturecom Holdings Limited (343.HK)**

Founded in 1979, Culturecom is one of the largest comic publishers and animation developers in Asia. Over the past three decades, Culturecom owns over 200 comic titles. Our comics have been distributed in 14 countries across the globe and translated to 10 different languages. Culturecom collaborated with past publishing partners and high-end game developers, together with entertainment and cultural contents of celebrities to form strategic alliances and actively develop the mobile games market in the Greater China region and Southeast Asia.

### **About TVB.COM Limited**

TVB.COM is the official website of Television Broadcasts Limited (TVB) and is the pioneer in bringing in the interactive online TV through various devices, such as PCs, smartphones and tablets PC for 24-hour streaming live TV channels (HD Jade, J2, iNews) and popular TV show review. TVB.COM provides mobile applications including "myTV", "TVB News" and "TVB finance". The amount of data used by mobile applications grows rapidly that its size is now equivalent to that of web browsing. TVB.COM's primary market is Hong Kong, and it will gradually expand to selected overseas markets.

For inquiry, please feel free to contact:

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