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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)

(Warrant Code: 01453)

EXPIRY OF SUBSCRIPTION RIGHTS ATTACHING TO THE 2016 WARRANTS

The subscription rights attaching to the 2016 Warrants (Warrant Code: 01453) which have not been exercised will expire after 4:00 p.m. on Wednesday, 21 September 2016.

The last trading day of the 2016 Warrants on the Stock Exchange is Thursday, 15 September 2016. The registered holders of the 2016 Warrants who wish to exercise the subscription rights attaching to the 2016 Warrants must lodge with the Registrars at the address set out below by not later than 4:00 p.m. on Wednesday, 21 September 2016.

Application has been made to the Stock Exchange for the withdrawal of listing of the 2016 Warrants on the Stock Exchange with effect from 4:00 p.m. on Wednesday, 21 September 2016.

The Board of Directors (the “**Board**”) of Culturecom Holdings Limited (the “**Company**”) wishes to remind the holders of the existing outstanding 2016 registered warrants (Warrant Code: 01453) (“**2016 Warrants**”) of the Company, carrying rights to subscribe in cash for new shares of HK\$0.01 each (“**Share(s)**”) in the capital of the Company at the adjusted subscription price of HK\$0.75 per Share, that in accordance with the terms and conditions of the instrument constituting the 2016 Warrants (the “**Instrument**”), the subscription rights attaching to the 2016 Warrants (the “**Subscription Rights**”) will expire after 4:00 p.m. on Wednesday, 21 September 2016. **Thereafter, any Subscription Rights which have not been exercised by 4:00 p.m. on Wednesday, 21 September 2016 will lapse and the 2016 Warrants certificates will cease to be valid for any purpose.**

In respect of the expiry of the 2016 Warrants, the Company has made the following arrangements regarding the dealings in, transfers of and exercise of the Subscription Rights:

1. the last trading day of the 2016 Warrants on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) will be fixed on **Thursday, 15 September 2016** and trading of the 2016 Warrants on the Stock Exchange will cease **after 4:00 p.m. on Thursday, 15 September 2016**. The listing of the 2016 Warrants will be withdrawn from the Stock Exchange **after 4:00 p.m. on Wednesday, 21 September 2016**;
2. the registered holders of the 2016 Warrants who wish to exercise in whole or in part the Subscription Rights must lodge with the branch share and warrant registrars of the Company in Hong Kong, Computershare Hong Kong Investor Services Limited (the “**Registrars**”) at Shops 1712 – 1716, 17 Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong, the following documents by not later than **4:00 p.m. on Wednesday, 21 September 2016**:
 - (a) the relevant certificate(s) of the 2016 Warrants;
 - (b) the duly completed and signed subscription form(s); and
 - (c) remittances for the relevant subscription moneys;
3. persons who purchased the 2016 Warrants but have not yet registered as holders of the 2016 Warrants and wish to exercise the Subscription Rights must lodge with the Registrars at the above address the following documents by not later than 4:00 p.m. on Wednesday, 21 September 2016:
 - (a) the relevant duly executed and stamped instruments of transfer and/or other documents of title;
 - (b) the relevant certificate(s) of the 2016 Warrants;
 - (c) the duly completed and signed subscription form(s); and
 - (d) remittances for the relevant subscription moneys;
4. subscription forms and relevant accompanying documentation lodged with the Registrars later than 4:00 p.m. on Wednesday, 21 September 2016 will not be regarded as valid and will not be accepted;

5. under the terms of the Instrument, new Shares will be allotted and issued within 28 days after the date of exercise of the Subscription Rights and Shares to be issued pursuant to the exercise of the Subscription Rights will, when issued, rank pari passu in all respects with the then existing issued Shares; and
6. application to the Stock Exchange has been made for the withdrawal of listing of the 2016 Warrants from the Stock Exchange with effect from 4:00 p.m. on Wednesday, 21 September 2016.

The closing prices of the Shares and the 2016 Warrants as quoted on the Stock Exchange on 11 August 2016 (being the last trading day prior to this announcement) were HK\$1.44 per Share and HK\$0.68 per unit of the 2016 Warrants respectively.

A circular relating to the expiry of the 2016 Warrants will be dispatched to the holders of the 2016 Warrants and, for information only, the shareholders of the Company as soon as practicable.

The holders of the 2016 Warrants who are in any doubt as to their position or the action to be taken should consult their stockbroker, bank manager, solicitor, professional accountant or other professional adviser.

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

Hong Kong, 12 August 2016

As at the date of this announcement, the Board comprises of Ms. Chow Lai Wah Livia (being Vice Chairman and Executive Director); Dr. Lai Tak Kwong Andrew, Mr. Kwan Kin Chung, Mr. Chen Man Lung, Mr. Tang U Fai, Mr. Tang Kwing Chuen Kenneth and Mr. Chung Billy (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*