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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)

GRANT OF SHARE OPTIONS

This announcement is made pursuant to Rule 17.06A of the Rules (the “**Listing Rules**”) Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

The board of directors (the “**Board**”) of Culturecom Holdings Limited (the “**Company**”) hereby announces the Board had resolved to grant share options (the “**Share Options**”) to three eligible persons (subject to their respective acceptance) (the “**Grantees**”) to subscribe for a total of 38,000,000 ordinary shares of HK\$0.01 each (the “**Share(s)**”) in the share capital of the Company under the share option scheme of the Company adopted on 12 August 2013 (as amended from time to time) (the “**Share Option Scheme**”) and the payment of HK\$1.00 by each of the Grantees upon acceptance of the Share Options. Details of the Share Options granted are as follows:

Date of Grant	:	1 December 2014 (the “ Date of Grant ”)
Exercise Price of Share Options Granted	:	HK\$1.15 per Share (being the highest of (i) the closing price of HK\$1.15 per Share as quoted in the Stock Exchange’s daily quotation sheet on the Date of Grant; (ii) the average closing price of HK\$1.076 per Share as quoted in the Stock Exchange’s daily quotation sheets for the five business days immediately preceding the Date of Grant; and (iii) the nominal value of HK\$0.01 per Share)
Number of Share Options Granted	:	38,000,000 Share Options (each Share Option shall entitle the holder of the Share Options to subscribe for one Share)
Validity Period of Share Options	:	2 years from the Date of Grant to 30 November 2016 (both days inclusive)

All the Share Options granted above were granted to a Director of the the Company and two Consultants of a subsidiary of the Company, details of which are as follows:

Name	Position held with the Company	Number of Share Options Granted
Mr. Lai Tak Kwong Andrew	Chief Executive Director and Executive Director of the Company	5,000,000
Ms. Zheng Shi Yun	Consultant of a subsidiary of the Company	16,500,000
Ms. Chen Tian Tian	Consultant of a subsidiary of the Company	16,500,000

Pursuant to Rule 17.04(1) of the Listing Rules and the terms of the Share Options Scheme, the grant of 5,000,000 Share Options to a Director of the Company had been approved by the Independent Non-executive Directors of the Company.

Save as disclosed in this announcement, none of the Grantees of the Share Options is a Director, chief executive or substantial shareholder of the Company, nor an associate (define in the Listing Rules) of a Director, chief executive or substantial shareholder of the Company.

The Board believes the granting of the Share Options is an effective means to provide incentives and rewards to the Director of the Company and the Consultant of a subsidiary of the Company for the long-term interests of the Company and to align his interest with those of the shareholders of the Company.

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

Hong Kong, 1 December 2014

As at the date of this announcement, the Board comprises of Ms. Chow Lai Wah Livia (being the Vice Chairman and Executive Director); Dr. Lai Tak Kwong, Andrew, Mr. Kwan Kin Chung, Mr. Chung Billy, Mr. Wan Xiaolin, 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. Tsang Wai Wa, Mr. Joseph Lee Chennault, Mr. Lai Qiang and Ms. Ng Ying (all being Independent Non-executive Directors).

**for identification purpose only*