

Unless otherwise defined in this announcement, capitalized terms defined in the prospectus issued by Linekong Interactive Co., Ltd. (the “**Company**”) dated December 9, 2014 (the “**Prospectus**”) have the same meaning when used in this announcement.

Hong Kong Exchanges and Clearing Limited, The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and Hong Kong Securities Clearing Company Limited (“**HKSCC**”) take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

This announcement is for information purposes only and does not constitute an offer or an invitation to induce an offer by any person to acquire, purchase or subscribe for securities. Potential investors should read the Prospectus for detailed information about the Company and the Global Offering described below before deciding whether or not to invest in the Offer Shares thereby being offered.

This announcement is not an offer of securities for sale in the United States. The Company has not registered and does not intend to register any securities referred to in this announcement under the United States Securities Act of 1933, as amended (the “**U.S. Securities Act**”). Securities of the Company may not be offered or sold in the United States absent registration under the U.S. Securities Act or an applicable exemption from the registration requirements under the U.S. Securities Act. There will not be and is not currently intended to be any public offering of securities in the United States.

In connection with the Global Offering, Citigroup Global Markets Asia Limited, as the stabilizing manager (the “**Stabilizing Manager**”), its affiliates or any person acting for it, on behalf of the Underwriters, may effect transactions with a view to stabilizing or supporting the market price of the Shares at a level higher than that which might otherwise prevail for a limited period after the Listing Date. However, there is no obligation on the Stabilizing Manager, its affiliates or any person acting for it, to conduct any such stabilizing action, which, if commenced, will be done at the sole and absolute discretion of the Stabilizing Manager, its affiliates or any person acting for it, and may be discontinued at any time. Any such stabilizing activity is required to be brought to an end on the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering. Such stabilization action, if commenced, may be effected in all jurisdictions where it is permissible to do so, in each case in compliance with all applicable laws, rules and regulatory requirements, including the Securities and Futures (Price Stabilizing) Rules, as amended, made under the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

Potential investors should be aware that stabilizing action cannot be taken to support the price of the Shares for longer than the stabilization period which begins on the Listing Date and is expected to expire on January 11, 2015, being the 30th day after the date of closing of the application lists under the Hong Kong Public Offering. After this date, no further stabilizing action may be taken, demand for the Shares, and therefore the price of the Shares, could fall.

LINEKONG

藍港互動

Linekong Interactive Co., Ltd.

藍港互動有限公司

(Incorporated in the Cayman Islands with limited liability)

**LISTING ON THE GROWTH ENTERPRISE MARKET OF THE STOCK
EXCHANGE OF HONG KONG LIMITED
BY WAY OF GLOBAL OFFERING**

Number of Offer Shares under the Global Offering	:	110,952,000 Shares (comprising 73,968,000 New Shares and 36,984,000 Sale Shares and subject to the Over-allotment Option)
Number of Hong Kong Offer Shares	:	11,096,000 New Shares (subject to reallocation)
Number of International Offer Shares	:	99,856,000 Shares (comprising 62,872,000 New Shares and 36,984,000 Sale Shares subject to reallocation and the Over-allotment Option)
Maximum Offer Price	:	HK\$13.10 per Offer Share, plus brokerage of 1%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005% (payable in full on application in Hong Kong dollars and subject to refund)
Nominal value	:	US\$0.000025 per Share
Stock code	:	8267

Joint Sponsors



Joint Global Coordinators, Joint Bookrunners and Joint Lead Managers



Application has been made by the Company to the Listing Department of the Stock Exchange for the granting of the listing of, and permission to deal in, the Shares in issue and to be issued as described in the Prospectus pursuant to the Global Offering (including any additional Shares which may be issued upon the exercise of the options which may be granted under the Share Option Scheme) on GEM.

The Global Offering comprises (a) the Hong Kong Public Offering of initially 11,096,000 New Shares, representing approximately 10% of the total number of the Offer Shares (subject to reallocation), in Hong Kong, and (b) the International Offering of initially 99,856,000 Shares (comprising 62,872,000 New Shares and 36,984,000 Sale Shares), representing approximately 90% of the total number of the Offer Shares (subject to the reallocation and the Over-allotment Option) outside the United States in reliance on Regulation S and in the United States to QIBs in reliance on Rule 144A or other available exemption from the registration requirement of the U.S. Securities Act. The allocation of the Offer Shares between the Hong Kong Public Offering and the International Offering will be subject to adjustment as described in the section headed “Structure of the Global Offering” in the Prospectus.

In connection with the Global Offering, the Over-allotment Option Grantors are expected to grant the Over-allotment Option to the International Underwriters, exercisable by the Joint Global Coordinators (on behalf of the International Underwriters) at any time from the Listing Date to the 30th day after the last day for lodging applications under the Hong Kong Public Offering, where the Over-allotment Grantors may be required to sell up to an aggregate of 16,642,500 additional Shares, representing approximately 15% of the total number of Offer Shares initially available under the Global Offering, at the Offer Price to, among other things, cover over-allocations in the International Offering, if any.

Assuming that the Hong Kong Public Offering becomes unconditional at or before 8:00 a.m. in Hong Kong on Friday, December 19, 2014, it is expected that dealings in the Shares on the Stock Exchange will commence at 9:00 a.m. on Friday, December 19, 2014. The Shares will be traded in board lots of 500 Shares each. The stock code is 8267. In the event that the Over-allotment Option is exercised, an announcement will be made by the Company on the websites of the Stock Exchange at www.hkexnews.hk and the Company at www.linekong.com.

If the Stock Exchange grants the listing of, and permission to deal in, the Shares on GEM as mentioned in the Prospectus and the Company complies with the stock admission requirements of HKSCC, the Shares will be accepted as eligible securities by HKSCC for deposit, clearance and settlement in CCASS with effect from the Listing Date or on any other date HKSCC chooses. Settlement of transactions between participants of the Stock Exchange is required to take place in CCASS on the second business day after any trading day. All activities under CCASS are subject to the General Rules of CCASS and CCASS Operational Procedures in effect from time to time. Investors should seek the advice of their stockbroker or other professional advisor for details of the settlement arrangement as such arrangements may affect their rights and interests. All necessary arrangements have been made for the Shares to be admitted into CCASS.

The Offer Price will not be more than HK\$13.10 per Offer Share and is currently expected to be not less than HK\$9.80 per Offer Share, unless otherwise announced. Applicants for the Hong Kong Offer Shares are required to pay, on application, the maximum Offer Price of HK\$13.10 per Offer Share together with brokerage fee of 1%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005%, subject to refund if the Offer Price as finally determined is less than HK\$13.10 per Offer Share.

Applications for the Hong Kong Offer Shares will only be considered on the basis of the terms and conditions of the Prospectus, the related Application Forms and the designated website (www.eipo.com.hk) for the White Form eIPO Service Provider.

Applicants who wish to have the allocated Hong Kong Offer Shares allotted and issued in their own names should (i) complete and sign the **WHITE** Application Forms; or (ii) submit applications online through the designated website of the **White Form eIPO** Service Provider at www.eipo.com.hk under the **White Form eIPO** service.

Applicants who wish to have the allocated Hong Kong Offer Shares allotted and issued in the name of HKSCC Nominees and deposited directly into CCASS for credit to their CCASS Investor Participant stock accounts or the stock accounts of their designated CCASS Participants maintained in CCASS should (i) complete and sign the **YELLOW** Application Form; or (ii) give electronic application instructions to HKSCC via CCASS.

Copies of the Prospectus together with the **WHITE** Application Form, may be obtained during normal business hours from 9:00 a.m. on Tuesday, December 9, 2014 until 12:00 noon on Friday, December 12, 2014 from any of the following addresses:

Office	Address
Citigroup Global Markets Asia Limited	50/F, Citibank Tower Citibank Plaza 3 Garden Road Central Hong Kong
Macquarie Capital Securities Limited	Level 18, One International Finance Centre 1 Harbour View Street Central Hong Kong
CCB International Capital Limited	12/F, CCB Tower 3 Connaught Road Central Central Hong Kong

or any of the following branches of the following receiving banks:

(i) Standard Chartered Bank (Hong Kong) Limited

	Branch Name	Address
Hong Kong Island	88 Des Voeux Road Branch	88 Des Voeux Road Central, Central G/F, Westlands Gardens, 1027 King's Road, Quarry Bay
	Quarry Bay Branch	
Kowloon	Kwun Tong Branch	G/F, 414 Kwun Tong Road, Kowloon Shop G201, G/F., Lok Fu Shopping Centre
	Lok Fu Shopping Centre Branch	
New Territories	Tsuen Wan Branch	Shop C, G/F & 1/F, Jade Plaza, 298 Sha Tsui Road, Tsuen Wan Shop 308E, Level 3, Maritime Square, Tsing Yi
	Maritime Square Branch	

(ii) Bank of Communications Co., Ltd. Hong Kong Branch

	Branch Name	Address
Hong Kong Island	Hong Kong Branch	20 Pedder Street, Central Shop 38, G/F., CityPlaza 2, 18 Taikoo Shing Road
	Taikoo Shing Sub-Branch	
Kowloon	Lam Tin Sub-Branch	Shop No. 5 & 9, G/F., Kai Tin Tower, 63-65 Kai Tin Road, Lam Tin Shop G1 & G2, G/F., Phase I, Amoy Plaza, 77 Ngau Tau Kok Road
	Ngau Tau Kok Sub-Branch	
New Territories	Shatin Sub-Branch	Shop No. 193, Level 3, Lucky Plaza, Shatin G/F., 53 Market Street, Tsuen Wan
	Market Street Sub-Branch	

Copies of the Prospectus, together with the **YELLOW** Application Form, may be obtained during normal business hours from 9:00 a.m. on Tuesday, December 9, 2014 until 12:00 noon on Friday, December 12, 2014 from:

- (i) the Depository Counter of HKSCC at 1/F, One & Two Exchange Square, 8 Connaught Place, Central, Hong Kong; or
- (ii) the applicants' broker, who may have such Application Forms and the Prospectus available.

Your completed **WHITE** or **YELLOW** Application Form, together with a cheque or a banker's cashier order marked payable to "**Horsford Nominees Limited — Linekong Interactive Public Offer**" attached and securely stapled, should be deposited in the special collection boxes provided at any of the branches of the receiving banks listed above, at the following dates and times:

Tuesday, December 9, 2014 — 9:00 a.m. to 5:00 p.m.
Wednesday, December 10, 2014 — 9:00 a.m. to 5:00 p.m.
Thursday, December 11, 2014 — 9:00 a.m. to 5:00 p.m.
Friday, December 12, 2014 — 9:00 a.m. to 12:00 noon

Applicants applying by **White Form eIPO** may submit applications to the **White Form eIPO** Service Provider through the designated website at www.eipo.com.hk from 9:00 a.m. on Tuesday, December 9, 2014 until 11:30 a.m. on Friday, December 12, 2014 (or such later time as described under the section headed "How to Apply for Hong Kong Offer Shares — 10. Effect of Bad Weather on the Opening of the Application Lists" in the Prospectus) (24 hours daily, except on the last application day).

CCASS Participants can input electronic application instructions from 9:00 a.m. on Tuesday, December 9, 2014 until 12:00 noon on Friday, December 12, 2014 or such later time as described in the section headed "How to Apply for Hong Kong Offer Shares — 10. Effect of Bad Weather on the Opening of the Application Lists" in the Prospectus. Please refer to the sections headed "Structure of the Global Offering" and "How to Apply for Hong Kong Offer Shares" in the Prospectus for details of the conditions and procedures of the Hong Kong Public Offering.

Prospective investors of the Hong Kong Offer Shares should note that the obligations of the Hong Kong Underwriters under the Hong Kong Underwriting Agreement to subscribe, and to procure subscribers to subscribe for, the Hong Kong Offer Shares, are subject to termination by the Joint Global Coordinators (on behalf of the Hong Kong Underwriters) if certain grounds arise prior to 8:00 a.m. on the Listing Date. Please refer to the section headed "Underwriting — Underwriting Arrangements and Expenses — Hong Kong Public Offering — Grounds for Termination" in the Prospectus for details of such grounds as set out in that section.

The Company expects to announce the final Offer Price, the level of indication of interest in the International Offering, the level of applications in the Hong Kong Public Offering and the basis of allocation of the Hong Kong Offer Shares under the Hong Kong Public Offering on Thursday, December 18, 2014, in the South China Morning Post (in English), the Hong Kong Economic Times (in Chinese), on the Company's website at www.linekong.com and the website of the Stock Exchange at www.hkexnews.hk. 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 through a variety of channels from Thursday, December 18, 2014 as described in the section headed "How to Apply for Hong Kong Offer Shares — 11. Publication of Results".

If, for any reason, the Joint Global Coordinators (on behalf of the Hong Kong Underwriters), the Company are unable to reach an agreement on the Offer Price on or before Tuesday, December 16, 2014, the Global Offering will not proceed and will lapse immediately. In such event, the Company will issue an announcement in the South China Morning Post (in English), the Hong Kong Economic Times (in Chinese), on the website of Stock Exchange at www.hkexnews.hk and the Company's website at www.linekong.com.

No receipt will be issued for application monies paid. The Company will not issue temporary documents of title. Share certificates will only become valid certificates of title at 8:00 a.m. (Hong Kong time) on the Listing Date provided that the Global Offering has become unconditional in all respects and the right of termination described in the section headed "Underwriting — Underwriting Arrangements and Expenses — Hong Kong Public Offering — Grounds for Termination" in the Prospectus has not been exercised.

By order of the Board of
Linekong Interactive Co., Ltd.
藍港互動有限公司
Wang Feng
Chairman

Hong Kong, December 9, 2014

As at the date of this announcement, the executive directors of the Company are Mr. WANG Feng, Ms. LIAO Mingxiang and Mr. MAO Zhihai; the non-executive director of the Company is Mr. QIAN Zhonghua; and the independent non-executive directors of the Company are Mr. MA Ji, Mr. CHEN Tong and Mr. ZHANG Xiangdong.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquires, confirm that, to the best of their knowledge and belief, the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement and a copy of the Prospectus will remain on the Stock Exchange's website at www.hkexnews.hk and, in the case of the announcement, on the "Latest Information" page for 7 days from the day of its posting. This announcement and a copy of the Prospectus will also be published on the Company's website at www.linekong.com.

Please also refer to the published version of this announcement in English in South China Morning Post and in Chinese in the Hong Kong Economic Times.