
EXPECTED TIMETABLE⁽¹⁾

We will issue an announcement in Hong Kong to be published in The Standard (in English) and Sing Tao Daily (in Chinese) if there is any change in the following expected timetable of the Public Offer.

2013

- Latest time for lodging **PINK** Application Forms
at our Company's headquarters, Flat F–J, 11th Floor, Block 2,
Kwai Tak Industrial Centre, 15–33 Kwai Tak Street, Kwai Chung,
New Territories, Hong Kong 4:00 p.m.
on Wednesday, 3 July
- Latest time to complete electronic applications
under the **HK eIPO White Form** service through
the designated website at www.hkeipo.hk⁽²⁾ 11:30 a.m.
on Thursday, 4 July
- Application lists open⁽³⁾ 11:45 a.m.
on Thursday, 4 July
- Latest time to lodge **WHITE** and **YELLOW** Application Forms
and to give **electronic application instructions**
to HKSCC⁽⁴⁾ 12:00 noon
on Thursday, 4 July
- Latest time to complete payment of **HK eIPO White Form** applications
by effecting internet banking transfer(s) or
PPS payment transfer(s)⁽²⁾ 12:00 noon
on Thursday, 4 July
- Application lists close⁽³⁾ 12:00 noon
on Thursday, 4 July
- Expected Price Determination Date⁽⁵⁾ Friday, 5 July
- (a) Announcement of the final Offer Price, the indication of level of
interest in the International Placing, the results of applications in the
Public Offer and Employee Preferential Offering
and the basis of allocation under the Public Offer and
Employee Preferential Offering to be published (a) in
The Standard (in English) and
Sing Tao Daily (in Chinese); (b) on the website of
our Company at www.s-culture.com; and (c) on the website of
the Stock Exchange at www.hkexnews.hk on or before⁽⁶⁾ . . . Wednesday, 10 July

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(b) Results of allocations in the Public Offer (with successful applicants' identification document numbers, where appropriate) to be available through a variety of channels as described in the section headed "How to Apply for Public Offer Shares and Employee Reserved Shares — Channels of Applying for the Public Offer Shares — 9. Publication of Results, Despatch/Collection of Share Certificates and Refunds of Application Monies" from Wednesday, 10 July

A full announcement of the Public Offer containing (a) and (b) above to be published on the website of the Stock Exchange at www.hkexnews.hk⁽⁶⁾ and our Company's website at www.s-culture.com⁽⁷⁾ Wednesday, 10 July

Results of allocations in the Public Offer and Employee Preferential Offering will be available at www.tricor.com.hk/ipo/result with a "search by ID" function on Wednesday, 10 July

Despatch of share certificates of the Offer Shares or deposit of share certificates of the Offer Shares into CCASS in respect of wholly or partially successful applications pursuant to the Public Offer and Employee Preferential Offering on or before⁽⁸⁾ Wednesday, 10 July

Despatch of **HK eIPO White Form** e-Auto Refund payment instructions/refund cheques in respect of wholly successful (in the event that the final Offer Price is less than initial price per Public Offer Share payable on application) and wholly or partially unsuccessful applications pursuant to the Public Offer on or before⁽⁹⁾ Wednesday, 10 July

Dealing in the Shares on the Stock Exchange expected to commence at 9:00 a.m. on. Thursday, 11 July

Notes:

1. All times and dates refer to Hong Kong local times and dates except as otherwise stated. Details of the structure of the Global Offering, including the conditions of the Public Offer, are set out in the section headed "Structure and Conditions of the Global Offering" in this prospectus. If there is any change in this expected timetable, an announcement will be published in The Standard (in English) and Sing Tao Daily (in Chinese).
2. You will not be permitted to submit your application to the **HK eIPO White Form** Service Provider through the designated website at www.hkeipo.hk after 11:30 a.m. on the last day for submitting applications. If you have already submitted your application and obtained a payment reference number from the designated website prior to 11:30 a.m. you will be permitted to continue the application process (by completing payment of application monies) until 12:00 noon on the last day for submitting applications, when the application lists close.

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3. If there is a “black” rainstorm warning or a tropical cyclone warning signal number eight or above in force in Hong Kong at any time between 9:00 a.m. and 12:00 noon on Thursday, 4 July 2013, the application lists will not open and close on that day. Please refer to the section headed “How to Apply for Public Offer Shares and Employee Reserved Shares — Channels of Applying for the Public Offer Shares — 6. When May Applications Be Made — (f) Effect of Bad Weather Conditions on the Opening of the Application Lists” in this prospectus. If the application lists do not open and close on Thursday, 4 July 2013, the dates mentioned in this section may be affected. A press announcement will be made by us in such event.
4. Applicants who apply by giving electronic application instructions to HKSCC should refer to the section headed “How to Apply for Public Offer Shares and Employee Reserved Shares — Channels of Applying for the Public Offer Shares — 6. When May Applications Be Made — (c) Electronic Application Instructions to HKSCC via CCASS” in this prospectus.
5. The Price Determination Date, being the date on which the final Offer Price is to be determined, is expected to be on or around Friday, 5 July 2013 and in any event, not later than Monday, 8 July 2013. If, for any reason, the final Offer Price is not agreed by 12:00 noon on Monday, 8 July 2013 between the Sole Global Coordinator (on behalf of the Underwriters) and our Company, the Global Offering will not proceed and will lapse.
6. The announcement will be available for viewing on the “Main Board — Allotment of results” page on the website of the Stock Exchange at www.hkexnews.hk.
7. None of the information contained on any website forms part of this prospectus.
8. Applicants who apply for 1,000,000 Public Offer Shares or more and/or 500,000 Employee Reserved Shares and have indicated in their Application Forms that they wish to collect share certificates (if applicable) and refund cheques (if applicable) in person may do so from our Hong Kong Share Registrar, Tricor Investor Services Limited, at 26/F, Tesbury Centre, 28 Queen’s Road East, Wanchai, Hong Kong from 9:00 a.m. to 1:00 p.m. on Wednesday, 10 July 2013 or any other date as notified by us in the newspapers as the date of despatch of share certificates/e-Auto Refund payment instructions/refund cheques. Applicants being individuals who opt for personal collection must not authorise any other person to make their collection on their behalf. Applicants being corporations who opt for personal collection must attend by sending their authorised representatives each bearing a letter of authorisation from his/her/its corporation stamped with the corporation’s chop. Both individuals and authorised representatives (if applicable) must produce, at the time of collection, evidence of identity acceptable to our Hong Kong Share Registrar, Tricor Investor Services Limited. Applicants who have applied on **YELLOW** Application Forms may not elect to collect their share certificates, which will be deposited into CCASS for credit of their designated CCASS Participants’ stock accounts or CCASS Investor Participant stock accounts, as appropriate. Uncollected share certificates and refund cheques will be despatched by ordinary post to the addresses specified in the relevant applications at the applicants’ own risk. Further information is set out in the section headed “How to Apply for Public Offer Shares and Employee Reserved Shares” in this prospectus.
9. e-Auto Refund payment instructions/refund cheques will be issued in respect of wholly or partially unsuccessful application and also in respect of successful applications in the event that the final Offer Price is less than the initial price per Public Offer Share payable on application. Part of your Hong Kong identity card number/passport number or, if you are joint applicants, part of the Hong Kong identity card number/passport number of the first-named applicant, provided by you may be printed on your refund cheque, if any. Such data would also be transferred to a third party to facilitate your refund. Your banker may require verification of your Hong Kong identity card number/passport number before encashment of your refund cheque. Inaccurate completion of your Hong Kong identity card number/passport number may lead to delay in encashment of your refund cheque or may invalidate your refund cheque. Further information is set out in the section headed “How to Apply for Public Offer Shares and Employee Reserved Shares” in this prospectus.

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Share certificates are expected to be issued on Wednesday, 10 July 2013 but will only become valid certificates of title provided that the Global Offering has become unconditional in all respects and neither of the Underwriting Agreements has been terminated in accordance with its terms. Investors who trade Shares on the basis of publicly available allocation details prior to the receipt of share certificates or prior to the share certificates becoming valid certificates of title do so entirely at their own risk.