
IMPORTANT

If you are in doubt about any of the contents of this prospectus, you should obtain independent professional advice.



econtext Asia Limited **環亞智富有限公司**

(Incorporated in Hong Kong with limited liability)

GLOBAL OFFERING

Number of Offer Shares in the Global Offering:	125,000,000 Shares (subject to the Over-allotment Option)
Number of Hong Kong Offer Shares:	12,500,000 Shares (subject to reallocation)
Number of International Placing Shares:	112,500,000 Shares (subject to reallocation and the Over-allotment Option)
Maximum Offer Price:	HK\$3.59 per Offer Share plus brokerage of 1%, SFC transaction levy of 0.003% and Stock Exchange trading fee of 0.005% (payable in full on application in Hong Kong dollars and subject to refund)
Nominal Value:	HK\$0.01 per Share
Stock Code:	1390

Sole Global Coordinator, Sole Bookrunner, Sole Lead Manager and Sole Sponsor



Hong Kong Exchanges and Clearing Limited, The Stock Exchange of Hong Kong Limited and Hong Kong Securities Clearing Company Limited take no responsibility for the contents of this prospectus, 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 prospectus.

A copy of this prospectus, having attached thereto the documents specified in the section headed "Appendix VI—Documents Delivered to the Registrar of Companies and Available for Inspection" to this prospectus, has been registered by the Registrar of Companies in Hong Kong as required by Section 38D of the Hong Kong Companies Ordinance. The Securities and Futures Commission and the Registrar of Companies in Hong Kong take no responsibility for the contents of this prospectus or any other document referred to above.

The Offer Price is expected to be fixed by agreement between the Sole Global Coordinator (on behalf of the Underwriters) and us on the Price Determination Date. The Price Determination Date is expected to be on or around December 12, 2013 and, in any event, not later than December 17, 2013. The Offer Price will be not more than HK\$3.59 and is currently expected to be not less than HK\$2.96, unless otherwise announced. If, for any reason, the Offer Price is not agreed by December 17, 2013 between the Sole Global Coordinator (on behalf of the Underwriters) and us, the Global Offering will not proceed and will lapse.

Prior to making investment decision, prospective investors should consider carefully all of the information set out in this prospectus, including the risk factors set out in the section headed "Risk Factors" in this prospectus.

The obligations of the Hong Kong Underwriters under the Hong Kong Underwriting Agreement are subject to termination by the Sole Global Coordinator (on behalf of the Underwriters) if certain grounds arise prior to 8:00 a.m. on the Listing Date. See the section headed "Underwriting—Underwriting Arrangements and Expenses—Hong Kong Public Offering—Grounds for Termination" in this prospectus.

The Offer Shares have not been and will not be registered under the US Securities Act and may not be offered or sold, pledged or transferred within the United States except in transactions exempt from, or not subject to, the registration requirements of the US Securities Act. The Offer Shares are being offered and sold only outside the United States in offshore transactions in reliance on Regulation S under the US Securities Act.

December 6, 2013