

*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 dated December 6, 2013 (the Prospectus) issued by econtext Asia Limited (the Company) for detailed information about the Company and the Global Offering described below before deciding whether or not to invest in the shares being offered.*

*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.*

*Unless defined herein, terms used in this announcement shall have the same meanings as those defined in the Prospectus.*

*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 and in accordance with any applicable state securities laws of the United States. 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, Daiwa Capital Markets Hong Kong Limited, as stabilizing manager (the "Stabilizing Manager"), or any person acting for it, on behalf of the Underwriters, may over-allocate or effect transactions with a view to stabilizing or supporting the market price of the Offer Shares at a level higher than that which might otherwise prevail for a limited period after Listing Date. However, there is no obligation on the Stabilizing Manager, or any person acting for it, to conduct any such stabilizing action. Such stabilizing action, if taken, (a) will be conducted at the absolute discretion of the Stabilizing Manager or any person acting for it and in what the Stabilizing Manager reasonably regards as the best interest of the Company, (b) may be discontinued at any time, and (c) is required to be brought to an end within 30 days of the last day for lodging applications under the Hong Kong Public Offering, 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).*



**econtext Asia Limited**  
**環亞智富有限公司**  
*(incorporated in Hong Kong with limited liability)*

**Global Offering**

<b>Number of Offer Shares under the Global Offering</b>	:	125,000,000 Shares (subject to the Over-allotment Option)
<b>Number of Hong Kong Offer Shares</b>	:	12,500,000 Shares (subject to reallocation)
<b>Number of International Placing Shares</b>	:	112,500,000 Shares (subject to reallocation and the Over-allotment Option)
<b>Maximum Offer Price</b>	:	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)
<b>Nominal value</b>	:	HK\$0.01 per Share
<b>Stock code</b>	:	1390

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



Application has been made to the Listing Committee of the Stock Exchange for the granting of the approval for the listing of, and permission to deal in, the Shares in issue and to be issued pursuant to the Global Offering as further described in the Prospectus, including any Shares which may be offered by the Company in connection with the Over-allotment Option (which, if exercised in full, amounts to 18,750,000 Shares). In the event that the Over-allotment Option is exercised, an announcement will be made by the Company.

The Global Offering comprises the Hong Kong Public Offering of initially 12,500,000 Shares (subject to reallocation) in Hong Kong and the International Placing of initially 112,500,000 Shares (subject to reallocation and the Over-allotment Option). The allocation of the Offer Shares between the Hong Kong Public Offering and the International Placing will be subject to adjustment as described in the section “Structure of the Global Offering” in the Prospectus.

**Applications for the Hong Kong Offer Shares will only be considered on the basis of the terms and conditions set out in the Prospectus and related Application Forms.**

Applicants who would like to be allocated Hong Kong Offer Shares in their own names should (i) complete and sign the **WHITE** Application Forms; or (ii) submit applications online through the designated website of the **HK eIPO White Form** Service Provider at [www.hkeipo.hk](http://www.hkeipo.hk) under the **HK eIPO White Form** service. Applicants who would like to have the allocated Hong Kong Offer Shares issued in the name of HKSCC Nominees Limited 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 either (i) complete and sign the **YELLOW** Application Forms or (ii) give **electronic application instructions** to HKSCC via CCASS.

Copies of the Prospectus, together with **WHITE** Application Forms may be obtained during normal business hours from 9:00 a.m. on **Friday, December 6, 2013** until 12:00 noon on **Wednesday, December 11, 2013** from:

1. ***Daiwa Capital Markets Hong Kong Limited***, Level 28, One Pacific Place, 88 Queensway, Hong Kong;
2. ***Huatai Financial Holdings (Hong Kong) Limited***, Unit 5808–5812, 58/F, The Center, 99 Queen’s Road Central, Hong Kong;
3. ***RHB OSK Securities Hong Kong Limited***, 12/F, World-Wide House, 19 Des Voeux Road Central, Hong Kong; and
4. ***KGI Capital Asia Limited***, 41/F, Central Plaza, 18 Harbour Road, Wanchai, Hong Kong.

5. any of the following branches of the receiving bank for the Hong Kong Public Offer:

***Bank of China (Hong Kong) Limited***

	<b>Branch name</b>	<b>Address</b>
<b>Hong Kong Island</b>	Bank of China Tower Branch	3/F, 1 Garden Road
	Central District (Wing On House) Branch	71 Des Voeux Road Central
	North Point (King's Centre) Branch	193-209 King's Road, North Point
	Johnston Road Branch	152-158 Johnston Road, Wan Chai
	Shek Tong Tsui Branch	534 Queen's Road West, Shek Tong Tsui
<b>Kowloon</b>	Prince Edward Branch	774 Nathan Road, Kowloon
	Tseung Kwan O Plaza Branch	Shop 112-125, Level 1, Tseung Kwan O Plaza, Tseung Kwan O
	Kowloon Plaza Branch	Unit 1, Kowloon Plaza, 485 Castle Peak Road
	Wang Kwun Road Branch	Unit G1, Nan Fung Commercial Centre, Wang Kwun Road, Kowloon Bay
<b>New Territories</b>	Tuen Mun San Hui Branch	G13–G14 Eldo Court, Heung Sze Wui Road, Tuen Mun

Copies of the Prospectus, together with the **YELLOW** Application Forms, may be obtained during normal business hours from 9:00 a.m. on **Friday, December 6, 2013** until 12:00 noon on **Wednesday, December 11, 2013** at the Depository Counter of HKSCC at 2nd Floor, Infinitus Plaza, 199 Des Voeux Road Central, Hong Kong or your stockbroker, who may have such Application Forms and the Prospectus available.

Applicants applying by **HK eIPO White Form** may submit applications to the **HK eIPO White Form** Service Provider through the designated website at [www.hkeipo.hk](http://www.hkeipo.hk) from 9:00 a.m. on **Friday, December 6, 2013** until 11:30 a.m. on **Wednesday, December 11, 2013** 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 and Closing 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 **Friday, December 6, 2013** until 12:00 noon on **Wednesday, December 11, 2013**.

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.

The Company expects to announce the Offer Price, the level of indications of interest in the International Offering, the level of applications in the Hong Kong Public Offering and the basis of allocation of Hong Kong Offer Shares on **Wednesday, December 18, 2013** in the *South China Morning Post* (in English) and the *Hong Kong Economic Times* (in Chinese), and on the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk) and on the Company's website at [www.econtext.asia](http://www.econtext.asia). The results of allocations (with the successful applicants' identification document numbers, where applicable) under the Hong Kong Public Offering will be made available in the manner described in the section headed "How to apply for Hong Kong Offer Shares — 11. Publication of results" in the Prospectus.

Share certificates will only become valid at 8:00 a.m. on Thursday, December 19, 2013 provided that the Global Offering has become unconditional. Dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on December 19, 2013. The Shares will be traded in board lots of 1,000 Shares each and the stock code of the Shares is 1390. The Company will not issue any receipts for sums paid on application or any temporary documents of title.

By order of the Board  
**econtext Asia Limited**  
**Kaoru Hayashi**  
*Chairman*

Hong Kong, December 6, 2013

*As of the date of this announcement, our executive directors are Kaoru Hayashi, Takashi Okita, Tomohiro Yamaguchi and Keizo Odori, our non-executive directors are Joi Okada and Adam David Lindemann and our independent non-executive directors are Mamoru Ozaki, Toshio Kinoshita and Takao Nakamura.*

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