

## ANNOUNCEMENT OF OFFER PRICE AND ALLOTMENT RESULTS

### SUMMARY

- The Offer Price has been determined at HK\$1.50 per Offer Share (excluding brokerage of 1%, SFC transaction levy of 0.003% and the Stock Exchange trading fee of 0.005%).
- Based on the final Offer Price of HK\$1.50 per Offer Share, the net proceeds from the Global Offering to be received by the Company are estimated to be approximately HK\$99.7 million after deducting the underwriting fees and other expected expenses payable by the Company in relation to the Global Offering and assuming no exercise of the Over-allotment Option.
- A total of 104,578 valid applications were received for a total of 29,896,994,000 Hong Kong Offer Shares, representing approximately 3,559.2 times of the total number of 8,400,000 Hong Kong Offer Shares initially available under the Hong Kong Public Offer. Accordingly, the reallocation procedures as described in the section headed “Structure of the Global Offering - Basis of Allocation of the Offer Shares” apply. As the number of Shares validly applied for under the Hong Kong Public Offer is more than 100 times of the initial number of the Hong Kong Offer Shares, a total of 33,600,000 Offer Shares initially available under the International Placing have been reallocated to the Hong Kong Public Offer, so that the final number of Shares under the Hong Kong Public Offer has been increased to 42,000,000 Shares, representing 50% of the Offer Shares available under the Global Offering (before the exercise of the Over-allotment Option).
- The Shares offered under the International Placing have been very significantly over-subscribed. As a result of the reallocation, the final number of Shares under the International Placing is 42,000,000 Shares, representing 50% of the Offer Shares available under the Global Offering (before the exercise of the Over-allotment Option). There has been a full over-allocation of 12,600,000 Shares in the International Placing and such over-allocation is covered through the share lending arrangement under the Stock Borrowing Agreement between Rainbow Key and the Sole Global Coordinator. The settlement of such over-allocation will be effected by exercising the Over-allotment Option, which will be exercisable by the stabilising manager on behalf of the International Underwriters, or by making purchases in the secondary market at prices that do not exceed the Offer Price or a combination of these means. In the event the Over-allotment Option is exercised, an announcement will be made on the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk) and the Company’s website at [www.magnumentertainment.com.hk](http://www.magnumentertainment.com.hk). As at the date of this announcement, the Over-allotment Option has not been exercised.

- The final Offer Price, the level of applications under the Hong Kong Public Offer and basis of allocation and the indication of the level of interest in the International Placing, will also be published on Wednesday, 22nd January, 2014 on the website of the Company at [www.magnumentertainment.com.hk](http://www.magnumentertainment.com.hk) and the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk), and in the Hong Kong Economic Times (in Chinese).
- The Company announces that the results of allocations with the Hong Kong identity card/passport/Hong Kong business registration numbers (where applicable) of wholly successful applicants and the number of the Hong Kong Offer Shares successfully applied for under **WHITE** and **YELLOW** Application Forms or by applying online through the **HK eIPO White Form** service or by giving **electronic application instructions** to HKSCC via CCASS will be available at the times and dates and in the manner specified below:
  - in the announcement to be posted on the Company’s website at [www.magnumentertainment.com.hk](http://www.magnumentertainment.com.hk) and the Stock Exchange’s website at [www.hkexnews.hk](http://www.hkexnews.hk) by no later than 9:00 a.m. on Wednesday, 22nd January, 2014;
  - from the designated results of allocations website at [www.tricor.com.hk/ipo/result](http://www.tricor.com.hk/ipo/result) with a “search by ID” function on a 24-hour basis from 8:00 a.m. on Wednesday, 22nd January, 2014 to 12:00 midnight on Tuesday, 28th January, 2014;
  - by telephone enquiry line by calling +852 3691 8488 between 9:00 a.m. and 6:00 p.m. from Wednesday, 22nd January, 2014 to Monday, 27th January, 2014 (excluding Saturday and Sunday); and
  - in the special allocation results booklets which will be available for inspection during opening hours from Wednesday, 22nd January, 2014 to Friday, 24th January, 2014 at all the receiving bank branches at the addresses as set out in the paragraph headed “Results of allocations” of this announcement.
- Share certificates (if applicable) and/or refund cheques/e-Auto Refund payment instructions of application monies will be despatched on Wednesday, 22nd January, 2014. The despatch and collection of share certificates (if applicable) and/or refund cheques of application monies will be available at the times and dates and in the manner specified in the paragraph headed “Despatch/collection of share certificates and refund of application monies” of this announcement.

- The Company will not issue any temporary documents of title. No receipts will be issued for application monies paid. Share certificates 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. For further information, please refer to the section headed “Underwriting — Underwriting Arrangements and Expenses — Grounds for termination” of the Prospectus.
- Assuming that the Global Offering becomes unconditional in all aspects at 8:00 a.m. on Thursday, 23rd January, 2014, dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Thursday, 23rd January, 2014. Shares will be traded in board lots of 2,000 Shares. The stock code of the Shares is 2080.

## **DETERMINATION OF THE OFFER PRICE**

The Offer Price has been determined at HK\$1.50 per Offer Share (exclusive of brokerage of 1%, SFC transaction levy of 0.003% and the Stock Exchange trading fee of 0.005%).

## **NET PROCEEDS OF THE GLOBAL OFFERING**

Based on the final Offer Price of HK\$1.50 per Offer Share, the net proceeds from the Global Offering to be received by the Company are estimated to be approximately HK\$99.7 million after deducting the underwriting fees and other expected expenses payable by the Company in relation to the Global Offering and assuming no exercise of the Over-allotment Option. The Company currently intends to use the net proceeds from the Global Offering as follows:

<b>Use of proceeds</b>	<b>Approximate percentage of net proceeds</b>	<b>in millions of HK\$</b>
Opening costs of Zentral	50%	49.9
Marketing purposes	20%	19.9
Researching of expansion plan in regions other than Hong Kong, including China and Southeast Asia regions	20%	19.9
Working capital and other general corporate purposes	10%	10.0

## HONG KONG PUBLIC OFFER

At the close of the applications lists at 12:00 noon on Thursday, 16th January, 2014, a total of 104,578 valid applications (taking into account all valid applications received pursuant to the Hong Kong Public Offer on **WHITE** and **YELLOW** Application Forms and through giving **electronic application instructions** to HKSCC via CCASS and **HK eIPO White Form** Service Provider) were received for a total of 29,896,994,000 Hong Kong Offer Shares, representing approximately 3,559.2 times of the total number of 8,400,000 Hong Kong Offer Shares initially available under the Hong Kong Public Offer. As the number of Shares validly applied for under the Hong Kong Public Offer is more than 100 times of the initial number of the Hong Kong Offer Shares, a total of 33,600,000 Offer Shares initially available under the International Placing have been reallocated to the Hong Kong Public Offer, so that the final number of Shares under the Hong Kong Public Offer has been increased to 42,000,000 Shares, representing approximately 50% of the Offer Shares available under the Global Offering (before the exercise of the Over-allotment Option).

Of the 104,578 valid applications for a total of 29,896,994,000 Hong Kong Offer Shares:

- a total of 100,908 valid applications for a total of 14,695,894,000 Shares were for Hong Kong Offer Shares with an aggregate subscription amount based on the maximum Offer Price of HK\$1.50 per Offer Share (excluding brokerage of 1%, SFC transaction levy of 0.003% and Stock Exchange trading fee of 0.005%) of HK\$5,000,000 or less (equivalent to approximately 3,499 times of the total number of 4,200,000 Shares initially available for allocation in pool A of the Hong Kong Public Offer); and
- a total of 3,670 valid applications for a total of 15,201,100,000 Shares were for Hong Kong Offer Shares with an aggregate subscription amount based on the maximum Offer Price of HK\$1.50 per Offer Share (excluding brokerage of 1%, SFC transaction levy of 0.003% and Stock Exchange trading fee of 0.005%) of more than HK\$5,000,000 (equivalent to approximately 3,619.3 times of the total number of 4,200,000 Shares initially available for allocation in pool B of the Hong Kong Public Offer).

55 applications have not been completed in accordance with the instructions on the Application Forms and have been rejected. 163 multiple application or suspected multiple application have been identified and have therefore been rejected. 91

applications were rejected due to bounced cheques or rejection of electronic payment instructions. No application for more than 50% of the Hong Kong Offer Shares initially available for subscription under the Hong Kong Public Offer (that is more than 4,200,000 Shares) was identified.

The Hong Kong Offer Shares available for subscription and validly applied for were conditionally allocated on the basis set out in paragraph “Basis of allocation under the Hong Kong Public Offer” below.

## **INTERNATIONAL PLACING AND OVER-ALLOTMENT OPTION**

The Shares offered under the International Placing have been very significantly over-subscribed. As a result of the reallocation, the final number of Shares under the International Placing is 42,000,000 Shares, representing approximately 50% of the Offer Shares available under the Global Offering (before the exercise of the Over-allotment Option). There has been an over-allocation of 12,600,000 Shares in the International Placing and such over-allocation is covered through the share lending arrangement under the Stock Borrowing Agreement between Rainbow Key and the Sole Global Coordinator. The settlement of such over-allocation will be effected by exercising the Over-allotment Option, which will be exercisable by the stabilising manager on behalf of the International Underwriters, or by making purchases in the secondary market at prices that do not exceed the Offer Price or a combination of these means.

In connection with the Global Offering, the Company has granted the Over-allotment Option to the International Underwriters, exercisable at the discretion of the Sole Global Coordinator within 30 days from the last day for the lodging of Application Forms under the Hong Kong Public Offer to require the Company to allot and issue up to an aggregate of 12,600,000 additional Shares, representing 15% of the initial number of Offer Shares, at the Offer Price. In the event the Over-allotment Option is exercised, an announcement will be made on the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk) and the Company’s website at [www.magnumentertainment.com.hk](http://www.magnumentertainment.com.hk). As at the date of this announcement, the Over-allotment Option has not been exercised.

The Directors confirm that no Offer Shares have been allocated to applicants who are: (i) Directors or existing beneficial owners of the Company and/or any of its subsidiaries; (ii) connected persons of the Company; or (iii) the associates of (i) or (ii) whether in their own name or through nominees. None of the Sole Sponsor, Underwriters and their respective affiliated companies and connected clients (as set out in Appendix 6 to the Listing Rules) has taken up any Shares for its own benefit under the International Placing.

The Directors confirm that the International Placing is in compliance with the placing guidelines for equity securities as set out in Appendix 6 to the Listing Rules and no placee will, individually, be placed more than 10% of the enlarged issued share capital of the Company immediately after the Global Offering. As such, the Directors confirm that there will not be any new substantial Shareholder immediately after the Global Offering, and the number of Shares in public hands will satisfy the minimum percentage prescribed by Rule 8.08 of the Listing Rules.

## **BASIS OF ALLOCATION UNDER THE HONG KONG PUBLIC OFFER**

Subject to the satisfaction of the conditions set out in the section headed “Structure of the Global Offering — Conditions of the Hong Kong Public Offer” of the Prospectus, valid applications made by the public on **WHITE** and **YELLOW** Application Forms and by electronic application instructions given to HKSCC via CCASS or **HK eIPO White Form** Service Provider will be conditionally allotted on the basis set out below:

### **Pool A**

<b>Number of Shares applied for</b>	<b>Number of valid applications</b>	<b>Basis of allocation/ballot</b>	<b>Approximate allocation percentage of the total number of Shares applied for</b>
2,000	21,816	219 out of 21,816 applicants to receive 2,000 shares	1.00%
4,000	6,085	98 out of 6,085 applicants to receive 2,000 shares	0.81%
6,000	4,976	90 out of 4,976 applicants to receive 2,000 shares	0.60%
8,000	2,325	47 out of 2,325 applicants to receive 2,000 shares	0.51%
10,000	6,749	142 out of 6,749 applicants to receive 2,000 shares	0.42%
12,000	1,593	35 out of 1,593 applicants to receive 2,000 shares	0.37%
14,000	1,149	26 out of 1,149 applicants to receive 2,000 shares	0.32%
16,000	823	19 out of 823 applicants to receive 2,000 shares	0.29%
18,000	1,012	24 out of 1,012 applicants to receive 2,000 shares	0.26%
20,000	8,448	203 out of 8,448 applicants to receive 2,000 shares	0.24%
30,000	3,770	102 out of 3,770 applicants to receive 2,000 shares	0.18%
40,000	3,063	105 out of 3,063 applicants to receive 2,000 shares	0.17%
50,000	2,564	103 out of 2,564 applicants to receive 2,000 shares	0.16%
60,000	2,381	108 out of 2,381 applicants to receive 2,000 shares	0.15%
70,000	1,979	103 out of 1,979 applicants to receive 2,000 shares	0.15%
80,000	1,897	113 out of 1,897 applicants to receive 2,000 shares	0.15%
90,000	789	52 out of 789 applicants to receive 2,000 shares	0.15%
100,000	6,860	494 out of 6,860 applicants to receive 2,000 shares	0.14%
150,000	3,382	361 out of 3,382 applicants to receive 2,000 shares	0.14%
200,000	4,509	641 out of 4,509 applicants to receive 2,000 shares	0.14%

<b>Number of Shares applied for</b>	<b>Number of valid applications</b>	<b>Basis of allocation/ballot</b>	<b>Approximate allocation percentage of the total number of Shares applied for</b>
250,000	1,166	207 out of 1,166 applicants to receive 2,000 shares	0.14%
300,000	2,228	472 out of 2,228 applicants to receive 2,000 shares	0.14%
350,000	829	205 out of 829 applicants to receive 2,000 shares	0.14%
400,000	1,275	360 out of 1,275 applicants to receive 2,000 shares	0.14%
450,000	400	127 out of 400 applicants to receive 2,000 shares	0.14%
500,000	1,771	625 out of 1,771 applicants to receive 2,000 shares	0.14%
600,000	1,059	448 out of 1,059 applicants to receive 2,000 shares	0.14%
700,000	1,025	503 out of 1,025 applicants to receive 2,000 shares	0.14%
800,000	596	334 out of 596 applicants to receive 2,000 shares	0.14%
900,000	324	205 out of 324 applicants to receive 2,000 shares	0.14%
1,000,000	1,886	1,311 out of 1,886 applicants to receive 2,000 shares	0.14%
1,500,000	805	2,000 shares plus 29 out of 805 applicants to receive an additional 2,000 shares	0.14%
2,000,000	743	2,000 shares plus 134 out of 743 applicants to receive an additional 2,000 shares	0.12%
2,500,000	212	2,000 shares plus 59 out of 212 applicants to receive an additional 2,000 shares	0.10%
3,000,000	419	2,000 shares plus 217 out of 419 applicants to receive an additional 2,000 shares	0.10%
<b>TOTAL</b>	<b><u>100,908</u></b>		

## **Pool B**

<b>Number of Shares applied for</b>	<b>Number of valid applications</b>	<b>Basis of allocation/ballot</b>	<b>Approximate allocation percentage of the total number of Shares applied for</b>
3,500,000	251	4,000 shares plus 105 out of 251 applicants to receive an additional 2,000 shares	0.14%
4,000,000	186	4,000 shares plus 142 out of 186 applicants to receive an additional 2,000 shares	0.14%
4,200,000	3,233	4,000 shares plus 2,913 out of 3,233 applicants to receive an additional 2,000 shares	0.14%
<b>TOTAL</b>	<b><u>3,670</u></b>		

## RESULTS OF ALLOCATIONS

The final Offer Price, the level of applications under the Hong Kong Public Offer and basis of allocation and the indication of the level of interest in the International Placing, will also be published on Wednesday, 22nd January, 2014 on the website of the Company at [www.magnumentertainment.com.hk](http://www.magnumentertainment.com.hk) and the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk) and the Hong Kong Economic Times (in Chinese).

The Company announces that the results of allocations with the Hong Kong identity card/passport/Hong Kong business registration numbers (where applicable) of wholly successful applicants and the number of the Hong Kong Offer Shares successfully applied for under **WHITE** and **YELLOW** Application Forms or by applying online through the **HK eIPO White Form** service or by giving electronic application instructions to HKSCC via CCASS will be available at the times and dates and in the manner specified below:

- in the announcement to be posted on the Company's website at [www.magnumentertainment.com.hk](http://www.magnumentertainment.com.hk) and the Stock Exchange's website at [www.hkexnews.hk](http://www.hkexnews.hk) by no later than 9:00 a.m. on Wednesday, 22nd January, 2014;
- from the designated results of allocations website at [www.tricor.com.hk/ipo/result](http://www.tricor.com.hk/ipo/result) with a "search by ID" function on a 24-hour basis from 8:00 a.m. on Wednesday, 22nd January, 2014 to 12:00 midnight on Tuesday, 28th January, 2014;
- by telephone enquiry line by calling +852 3691 8488 between 9:00 a.m. and 6:00 p.m. from Wednesday, 22nd January, 2014 to Monday, 27th January, 2014 (excluding Saturday and Sunday);

- in the special allocation results booklets which will be available for inspection during opening hours from Wednesday, 22nd January, 2014 to Friday, 24th January, 2014 at all the receiving bank branches at the addresses as set out below:

**Bank of Communications Co., Ltd. Hong Kong Branch**

<b>District</b>	<b>Branch Name</b>	<b>Address</b>
<b>Hong Kong Island</b>	Hong Kong Branch	20 Pedder Street, Central
	King's Road Sub-Branch	67-71 King's Road
	North Point Sub-Branch	442-444 King's Road, North Point
<b>Kowloon</b>	Mongkok Sub-Branch	Shops A & B, G/F., Hua Chiao Commercial Centre, 678 Nathan Road
	Jordan Road Sub-Branch	1/F., Booman Building, 37U Jordan Road
<b>New Territories</b>	Yuen Long Sub-Branch	Shop B-F, G/F., 2-14 Tai Fung Street

**The Bank of East Asia, Limited**

<b>District</b>	<b>Branch Name</b>	<b>Address</b>
<b>Hong Kong Island</b>	Main Branch	10 Des Voeux Road Central, Hong Kong
	Causeway Bay Branch	46 Yee Wo Street
	Queen's Road East Branch	Ground Floor Shop B & C, 228 Queen's Road East, Wanchai
<b>Kowloon</b>	Prince Edward Branch	G/F, Hanley House, 776-778 Nathan Road
	Kwun Tong Branch	7 Hong Ning Road
	East Tsim Sha Tsui Branch	Shop G3 - G5, G/F, East Ocean Centre, 98 Granville Road, Tsim Sha Tsui
<b>New Territories</b>	Tsuen Wan Branch	239-243 Sha Tsui Road
	Shatin Plaza Branch	Shop 3 - 4, Level 1, Shatin Plaza

## **Industrial and Commercial Bank of China (Asia) Limited**

<b>District</b>	<b>Branch Name</b>	<b>Address</b>
<b>Hong Kong</b>	Sheung Wan Branch	Shop F, G/F, Kai Tak Commercial Building, 317-319 Des Voeux Road Central, Sheung Wan
<b>Kowloon</b>	Mongkok Branch	G/F., Belgian Bank Building, 721-725 Nathan Road, Mongkok
	Tsim Sha Tsui Branch	Shop 1&2, G/F, No. 35-37 Hankow Road, Tsimshatsui
	Ngau Tau Kok Branch	Shop Nos. G211-214, G/F, Phase II, Amoy Plaza, 77 Ngau Tau Kok Road
	Mei Foo Branch	Branch Shop N95A, 1/F, Mount Sterling Mall, Mei Foo Sun Chuen
<b>New Territories</b>	Tai Po Branch	Shop F, G/F, Mee Fat Building, No. 34-38 Tai Wing Lane, Tai Po