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This announcement is for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for securities. This announcement is not a prospectus. Potential investors should read the prospectus dated July 8, 2014 (the “Prospectus”) issued by Cogobuy Group (the “Company”) for detailed information about the Global Offering described below before deciding whether or not to invest in the Offer Shares.

This announcement is not an offer of securities for sale in the United States. Securities may not be offered, sold or delivered in the United States except pursuant to Rule 144A or an exemption from registration requirements under the United States Securities Act of 1933, as amended (the “U.S. Securities Act”). The Hong Kong Offer Shares are being offered and sold outside the United States in offshore transactions in accordance with Regulation S under the U.S. Securities Act. There is not and it is not currently intended for there to be any public offering of securities of the Company in the United States.

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



COGOBUY GROUP
科通芯城集團

(a company incorporated under the laws of the Cayman Islands with limited liability)

Global Offering

Number of Offer Shares under the Global Offering	: 343,800,000 Shares (subject to reallocation and the Over-allotment Option)
Number of Hong Kong Offer Shares	: 34,380,000 Shares (subject to reallocation)
Number of International Placing Shares	: 309,420,000 Shares (subject to reallocation and the Over-allotment Option)
Maximum Offer Price	: HK\$4.48 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, subject to refund)
Nominal Value	: US\$0.0000001 per Share
Stock Code	: 400

Sole Sponsor



Joint Global Coordinators



Jefferies

Joint Bookrunners and Joint Lead Managers



Jefferies



Application has been made by the Company to the Listing Committee of the Stock Exchange for the granting approval for the listing of, and permission to deal in, the Shares in issue and to be issued pursuant to the Global Offering (including any additional Shares which may be issued pursuant to the exercise of the Over-allotment Option and Shares to be issued pursuant to the RSU Scheme).

The Global Offering comprises the Hong Kong Public Offering of initially 34,380,000 Shares (subject to reallocation) and the International Placing of initially 309,420,000 Shares (subject to reallocation and the Over-allotment Option) representing approximately 10% and 90% of the total number of Offer Shares initially being offered under the Global Offering, respectively. In connection with the Global Offering, the Company is expected to grant the Over-allotment Option to the International Purchasers, which is exercisable by UBS AG, Hong Kong Branch, as a Global Coordinator on behalf of the International Purchasers, to require the Company to allot and issue up to 51,570,000 additional new Shares, representing approximately 15% of the total number of Offer Shares initially available under the Global Offering, in connection with over-allocation in the International Placing, if any, subject to the same terms and conditions as the other Offer Shares.

Subject to the granting of the approval for listing of, and permission to deal in, the Shares on the Hong Kong Stock Exchange and compliance 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 date of commencement of dealings in the Shares on the Hong Kong Stock Exchange or such other date as may be determined by HKSCC. Settlement of transactions between participants of the Hong Kong 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. All necessary arrangements have been made to enable the Shares to be admitted into CCASS.

Assuming that the Hong Kong Public Offering becomes unconditional at or before 8:00 a.m. in Hong Kong on Friday, July 18, 2014, it is expected that dealings in the Shares on the Stock Exchange will commence at 9:00 a.m. on Friday, July 18, 2014. 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.cogobuy.com.

The Offer Price will not be more than HK\$4.48 per Offer Shares and is expected to be not less than HK\$3.20 per Offer Shares. Applicants under the Hong Kong Public Offering are required to pay, on application, the maximum price of HK\$4.48 per Offer Share plus the brokerage fee, SFC transaction levy and the Stock Exchange trading fee payable on each Offer Share, equal to a total of HK\$4,525.15 for one board lot of 1,000 Shares.

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

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

Copies of the Prospectus, together with the **WHITE** Application Forms, may be obtained during normal business hours in the same period from 9:00 a.m. on Tuesday, July 8, 2014 until 12:00 noon on Friday, July 11, 2014 from:

1. the following offices of the Joint Bookrunners:

UBS AG, Hong Kong Branch	52/F Two International Finance Center 8 Finance Street Central Hong Kong
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Jefferies Hong Kong Limited	22/F, Cheung Kong Center 2 Queen's Road Central Central Hong Kong
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CCB International Capital Limited	12/F, CCB Tower 3 Connaught Road Central Central Hong Kong
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or

China Securities (International) Corporate Finance Company Limited	Suites 1301–1305, Two Exchange Square 8 Connaught Place Central Hong Kong
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2. any of the branches of the following receiving banks:

Bank of China (Hong Kong) Limited

	Branch	Address
Hong Kong Island	Wan Chai (Wu Chung House) Branch	213 Queen's Road East, Wan Chai
	North Point (King's Centre) Branch	193–209 King's Road, North Point
	Causeway Bay Branch	505 Hennessy Road, Causeway Bay, Hong Kong
	Aberdeen Branch	25 Wu Pak Street, Aberdeen
Kowloon	Whampoa Garden Branch	Shop G8B, Site 1, Whampoa Garden, Hung Hom
	To Kwa Wan Branch	80N To Kwa Wan Road, To Kwa Wan
	Shanghai Street (Mong Kok) Branch	611–617 Shanghai Street, Mong Kok
New Territories	Tuen Mun San Hui Branch	G13–G14 Eldo Court, Heung Sze Wui Road, Tuen Mun
	Fo Tan Branch	No 2, 1/F Shatin Galleria, 18–24 Shan Mei Street, Fo Tan
	Ma On Shan Plaza Branch	Shop 2103, Level 2, Ma On Shan Plaza, Sai Sha Road, Ma On Shan

Copies of the Prospectus, together with the **YELLOW** Application Forms, may be obtained during normal business hours from 9:00 a.m. on Tuesday, July 8, 2014 till 12:00 noon on Friday, July 11, 2014 from the Depository Counter of HKSCC at 2/F, Infinitus Plaza, 199 Des Voeux Road Central, Hong Kong or your stockbroker, who may have **YELLOW** Application Forms and Prospectus available.

Both **WHITE** and **YELLOW** Application Forms completed in all respects in accordance with the instructions printed thereon, to which cheques or banker's cashier orders payable to **Bank of China (Hong Kong) Nominees Limited — Cogobuy Public Offer** should be securely stapled, should be deposited in the special collection boxes provided at any of the branches referred to above on the following dates during the following times:

Tuesday, July 8, 2014 — 9:00 a.m. to 5:00 p.m.
Wednesday, July 9, 2014 — 9:00 a.m. to 5:00 p.m.
Thursday, July 10, 2014 — 9:00 a.m. to 5:00 p.m.
Friday, July 11, 2014 — 9:00 a.m. to 12:00 noon

Applicants may submit your application through the **White Form eIPO service** through the designated website at www.eipo.com.hk from 9:00 a.m. on Tuesday, July 8, 2014 until 11:30 a.m. on Friday, July 11, 2014 or such later time as described in the section headed “How to Apply for Hong Kong Offer Shares — 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, July 8, 2014 until 12:00 noon on Friday, July 11, 2014 (or such later date as may apply in case of certain bad weather conditions as described in “How to Apply for Hong Kong Offer Shares — Effect of Bad Weather on the Opening of the Application Lists” in the Prospectus).

Please refer to the “Structure of the Global Offering” and “How to Apply for Hong Kong Offer Shares” sections in the Prospectus for details of the conditions and procedures of the Hong Kong Public Offering.

The Company expects to publish the announcement on the Offer Price, an indication of the level of interest in the International Placing and the basis of allocation of the Hong Kong Offer Shares (i) in the South China Morning Post (in English); (ii) in the Hong Kong Economic Times (in Chinese); (iii) on our website (www.cogobuy.com) and (iv) on the website of the Stock Exchange (www.hkexnews.hk) on Thursday, July 17, 2014.

Results of allocations of the Hong Kong Public Offering and the Hong Kong identity card/passport/Hong Kong business registration numbers of successful applicants under the Hong Kong Public Offering will be made available in a manner described in the section entitled “How to Apply for Hong Kong Offer Shares — Publication of Results” in the Prospectus on Thursday, July 17, 2014.

The Company will not issue temporary documents of title or receipt for application fees received. Share certificates will only become valid certificates of title provided that the Hong Kong Public Offering has become unconditional in all respects and the right of termination described in the section entitled “Underwriting — Underwriting Arrangements and Expenses — Hong Kong Public Offering — Grounds for Termination” has lapsed, which is expected to be at 8:00 a.m. on Friday, July 18, 2014.

Dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Friday, July 18, 2014. The Shares will be traded in board lots of 1,000 Shares each under the Company's stock code 400.

By order of the Board of Directors
Cogobuy Group
KANG Jing Wei
Chairman and Executive Director

Hong Kong, July 8, 2014

As at the date of this announcement, the Executive Directors are Mr. KANG Jing Wei, Mr. WU Lun Cheung Allen; the Independent Non-Executive Directors whose appointment will be effective on the Listing Date are Mr. ZHONG Xiaolin, Forrest, Mr. YE Xin and Mr. YAN Andrew.

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