

Unless otherwise defined, terms used in this announcement shall have the same meaning as those defined in the prospectus dated 30 September 2015 (the “Prospectus”) issued by China Partytime Culture Holdings Limited (the “Company”)

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This announcement is for information purposes only and does not constitute an offer or an invitation to acquire, purchase or subscribe for securities. Potential investors should read the Prospectus for detailed information about the Company and the Global Offering described below before deciding whether or not to invest in the shares thereby being offered. Unless defined herein, capitalised terms used in this announcement shall have the same meanings as defined in the Prospectus.

This announcement does not constitute or form a part of any offer or solicitation to purchase or subscribe for securities in the United States. Securities may not be offered or sold in the United States except pursuant to registration or an exemption from registration requirements under the U.S. Securities Act. The Offer Shares have not been, and will not be, registered under the U.S. Securities Act or any state securities laws of the United States. There will not and it is not currently intended for there to be any public offering of securities of the Company in the United States.

In connection with the Global Offering, China Investment Securities International Brokerage Limited, as the Stabilizing Manager, its affiliates or any person acting for it, on behalf of the Underwriters, may over-allocate Shares or effect any other transactions with a view to stabilizing or maintaining the market price of the Shares at a level higher than that which might otherwise prevail in the open market for a limited period beginning on the Listing Date and expected to end on the 30th day after the last day for lodging of applications under the Hong Kong Public Offering. However, there is no obligation on the Stabilizing Manager, its affiliates or any person acting for it to conduct any such stabilizing action, which, if commenced, will be done at the sole and absolute discretion of the Stabilizing Manager and may be discontinued at any time. Such stabilization action, if commenced, may be effected in all jurisdictions where it is permissible to do so, 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 (Chapter 571 of the Laws of Hong Kong). Such stabilization action, if commenced, will be conducted at the absolute discretion of the Stabilizing Manager, its affiliates or any person acting for it and may be discontinued at any time, and is required to be brought to an end on the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering. The details of the intended stabilization and how it will be regulated under the Securities and Futures Ordinance are set forth in the section headed “Structure of the Global Offering” in the Prospectus.

Potential investors should be aware that stabilizing action cannot be taken to support the price of the Shares for longer than the stabilization period which will begin on the Listing Date and is expected to expire on the 30th day after the last day for lodging applications under the Hong Kong Public Offering. After this date, no further stabilizing action may be taken, and demand for the Shares and the price of the Shares could fall.

China Partytime Culture Holdings Limited

中國派對文化控股有限公司

(Incorporated in the Cayman Islands with limited liability)

GLOBAL OFFERING

Number of Shares offered under the Global Offering	: 187,500,000 Shares (subject to the Over-allotment Option)
Number of International Placing Shares	: 168,750,000 Shares (subject to reallocation and the Over-allotment Option)
Number of Hong Kong Offer Shares	: 18,750,000 Shares (subject to reallocation)
Maximum Offer Price	: HK\$1.13 per Offer Share, plus brokerage of 1%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005% (payable in full on application in Hong Kong dollars and subject to refund on final pricing)
Nominal value	: HK\$0.01 per Share
Stock code	: 1532

Sole Sponsor



中投證券(香港)
CHINA INVESTMENT SECURITIES (HK)

China Investment Securities International Capital Limited

Sole Global Coordinator



中投證券(香港)
CHINA INVESTMENT SECURITIES (HK)

China Investment Securities International Brokerage Limited

Joint Bookrunners and Joint Lead Managers



China Investment Securities
International Brokerage Limited



中国平安證券(香港)
PING AN OF CHINA SECURITIES (HONG KONG)

Ping An of China Securities
(Hong Kong) Company Limited



東方證券(香港)有限公司
ORIENT SECURITIES (HONG KONG) LIMITED

Orient Securities
(Hong Kong) Limited

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 described in the Prospectus (including the additional Shares to be offered pursuant to the exercise of the Over-allotment Option and the exercise of any options which may be granted under the Share Option Scheme).

The Global Offering comprises the Hong Kong Public Offering of initially 18,750,000 Shares (subject to reallocation), representing 10% of the initial number of Offer Shares, and the International Placing of initially 168,750,000 Shares (subject to reallocation and the Over-allotment Option) representing 90% of the initial number of Offer Shares. 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 headed “Structure of the Global Offering” in the Prospectus.

The Offer Price will not be more than HK\$1.13 per Offer Share and is currently expected to be not less than HK\$0.93 per Offer Share, unless otherwise announced. Applicants for Hong Kong Offer Shares are required to pay, on application, the Offer Price of HK\$1.13 for each Hong Kong Offer Share together with a brokerage of 1%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005%, subject to refund if the Offer Price as finally determined is less than HK\$1.13 per Offer Share.

Subject to the granting of the approval for listing of, and permission to deal in, our Shares on the Stock Exchange and our Company’s 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 Stock Exchange or any other date as determined by HKSCC. Settlement of transactions between participants of the Stock Exchange is required to take place in CCASS on the second trading date after the trade date. 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 for the Shares to be admitted into CCASS.

In connection with the Global Offering, our Company is expected to grant to the International Placing Underwriters the Over-allotment Option, exercisable by the Sole Global Coordinator on behalf of the International Placing Underwriters. Pursuant to the Over-allotment Option, our Company may be required to allot and issue up to 28,125,000 additional new Shares (representing 15% of the total number of the Offer Shares initially available under the Global Offering) at the Offer Price to cover over-allocations in the International Placing, if any.

Assuming the Hong Kong Public Offering becomes unconditional at or before 8:00 a.m. in Hong Kong on Friday, 16 October 2015, it is expected that dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Friday, 16 October 2015. In the event the Over-allotment Option is exercised, an announcement will be made by the Company on the Company's website at www.partytime.com.cn and the website of the Stock Exchange at www.hkexnews.hk.

Applications for the Hong Kong Offer Shares will only be considered on the basis of the terms and conditions set forth in the Prospectus and the Application Forms. Applicants who wish the Hong Kong Offer Shares to be issued 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 under the **HK eIPO White Form** service. Applicants who wish to have the 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 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 from 9:00 a.m. on Wednesday, 30 September 2015 until 12:00 noon on Tuesday, 6 October 2015 from:

1. any of the following offices of the Hong Kong Underwriters:

(a) **China Investment Securities International Brokerage Limited**

63/F, Bank of China Tower
1 Garden Road
Central
Hong Kong

(b) **Ping An of China Securities (Hong Kong) Company Limited**

28/F, 169 Electric Road
North Point
Hong Kong

(c) **Orient Securities (Hong Kong) Limited**

28th and 29th Floor
100 Queen's Road Central
Hong Kong

- (d) **Quam Securities Company Limited**
 18/F-19/F China Building
 29 Queen's Road Central
 Hong Kong
- (e) **Convoy Investment Services Limited**
 24C, @Convoy
 169 Electric Road
 North Point
 Hong Kong
- (f) **Grand China Securities Limited**
 Room 2005, 20/F, Sino Plaza
 255 Gloucester Road
 Causeway Bay
 Hong Kong
- (g) **President Securities (Hong Kong) Limited**
 Units 2603-06, 26/F, Infinitus Plaza
 199 Des Voeux Road Central
 Hong Kong
- (h) **Gransing Securities Co., Limited**
 805-806 Far East Consortium Building
 121 Des Voeux Road Central
 Hong Kong

2. any of the following branches of the receiving bank for the Hong Kong Public Offering:

The Bank of East Asia, Limited

District	Branch Name	Address
Hong Kong Island	Main Branch	10 Des Voeux Road Central, Central
	Wanchai Branch	Shop A-C, G/F, Easey Commercial Building, 253-261 Hennessy Road, Wanchai

District	Branch Name	Address	
Kowloon	Hennessy Road Branch	G/F, Eastern Commercial Centre, 395-399 Hennessy Road, Wanchai	
	Shaukiwan Branch	G/F, Ka Fook Building, 289-293 Shau Kei Wan Road, Shau Kei Wan	
	Taikoo Shing Branch	Shop G1010-1011, Yiu Sing Mansion, Taikoo Shing	
	Mongkok Branch	638-640 Nathan Road, Mongkok	
	Prince Edward Branch	G/F, Hanley House, 776-778 Nathan Road, Prince Edward	
	Kwun Tong Branch	7 Hong Ning Road, Kwun Tong	
	East Tsim Sha Tsui Branch	Shop G3-G5, G/F, East Ocean Centre, 98 Granville Road, Tsim Sha Tsui	
	Mei Foo Sun Chuen Branch	Shop N57, G/F, Mount Sterling Mall, Mei Foo	
	New Territories	Tai Wai Branch	Cheung Fung Mansion, 16-18 Tai Wai Road, Shatin
		Tai Po Branch	62-66 Po Heung Street, Tai Po Market, Tai Po
Tuen Mun Branch		Shop G16, G/F, Eldo Court Shopping Centre, Tuen Mun	
Tsuen Wan Branch		239-243 Sha Tsui Road, Tsuen Wan	
Metro City Plaza Branch		Shop 243, Level 2, Metro City Plaza I, 1 Wan Hang Road, Tseung Kwan O	

Copies of the Prospectus, together with the **YELLOW** Application Forms, may be obtained during normal business hours from 9:00 a.m. on Wednesday, 30 September 2015 until 12:00 noon on Tuesday, 6 October 2015 from:

- (1) the Depository Counter of HKSCC at 1/F, One & Two Exchange Square, 8 Connaught Place, Central, Hong Kong; or
- (2) your stockbroker.

Applicants applying by using the **HK eIPO White Form** service may submit their applications to **HK eIPO White Form** Service Provider through the designated website at www.hkeipo.hk from 9:00 a.m. on Wednesday, 30 September 2015 until 11:30 a.m. on Tuesday, 6 October 2015 (24 hours daily, except on the last application day) or such later date as described in the section headed “How to apply for the Hong Kong Offer Shares — 10. Effect of bad weather on the opening of the Application Lists” of the Prospectus.

Both **WHITE** or **YELLOW** Application Form completed in accordance with the instructions printed thereon, together with a cheque or banker’s cashier order marked payable to “The Bank of East Asia (Nominees) Limited — China Partytime Public Offer” should be securely stapled and deposited in the special collection boxes provided at any of the branches of receiving bank referred to above on such dates and during such time as specified in the Prospectus and the Application Forms.

CCASS Participants can input **electronic application instructions** from 9:00 a.m. on Wednesday, 30 September 2015 until 12:00 noon on Tuesday, 6 October 2015 or such later time as described in “How to apply for the Hong Kong Offer Shares — 10. Effect of Bad Weather on the Opening of the Applications Lists” in the Prospectus. The application lists will be open from 11:45 a.m. to 12:00 noon on Tuesday, 6 October 2015, the last application day or such later time as described in “How to apply for the Hong Kong Offer Shares — 10. Effect of Bad Weather on the Opening of the Applications Lists” in the Prospectus.

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

We expect to announce the final Offer Price, the level of indication of interest in the International Placing, the level of applications in the Hong Kong Public Offering and the basis of allocation of the Hong Kong Offer Shares on Thursday, 15 October 2015 in 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 and the website of our Company at www.partytime.com.cn. Results of allocations in the Hong Kong Public Offering (with successful applicants' identification document numbers, where applicable) will be available through a variety of channels from Thursday, 15 October 2015 as described in the section "How to Apply for the Hong Kong Offer Shares — 11. Publication of Results" in the Prospectus.

No temporary documents of title will be issued in respect of the Shares. No receipt will be issued for sums paid on application. Share certificates will only become valid documents of title at 8:00 a.m. on Friday, 16 October 2015 provided that the Global Offering has become unconditional in all respects and neither the Underwriting Agreements has been terminated in accordance with its terms.

Assuming the Global Offering becomes unconditional at or before 8:00 a.m. (Hong Kong time) on Friday, 16 October 2015, dealing in the Shares on the Stock Exchange is expected to commence at 9:00 a.m. on Friday, 16 October 2015. The Shares will be traded in board lots of 3,000 Shares each. The stock code of the Company is 1532.

By order of the Board
China Partytime Culture Holdings Limited
Mr. Chen Sheng Bi
Chairman

Hong Kong, 30 September 2015

As at the date of this announcement, the executive Directors are Mr. Chen Sheng Bi and Mr. Lin Xin Fu; the non-executive Director is Ms. Chen Sheng; and the independent non-executive Directors are Mr. Leung Siu Hong, Mr. Chen Wen Hua and Ms. Peng Xu.

Please also refer to the published version of this announcement in The Standard (in English) and The Hong Kong Economic Times (in Chinese).