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## 承兴国际控股有限公司

Camsing International Holding Limited

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 2662)**

### **VOLUNTARY ANNOUNCEMENT IN RELATION TO A LICENSE AGREEMENT WITH HASBRO INTERNATIONAL INC.**

This announcement is made by Camsing International Holding Limited (the “**Company**”, together with its subsidiaries, the (“**Group**”) on a voluntary basis. The purpose of this announcement is to keep the shareholders of the Company and potential investors informed of the latest business plans and development of the Group.

The board (the “**Board**”) of directors of the Company is pleased to announce that on 1 June 2017, Camsing Brand Management (Group) Company Limited (“**Camsing**”), an indirect wholly-owned subsidiary of the Company, entered into a license agreement (the “**License Agreement**”) with Hasbro International Inc. (“**Hasbro**”) in relation to the production and distribution of Transformers: The Last Knight (“**Transformers**”) themed credit card in the People’s Republic of China.

Hasbro is a global play and entertainment company which owns a robust portfolio of self-owned and partner brands. For example, its franchise brands includes NERF, PLAY-DOH, TRANSFORMERS and MY LITTLE PONY. It also works with the industry’s best partners like DISNEY PRINCESS, DISNEY’S FROZEN, STAR WARS and MARVEL to develop toys and games. Among so many global brands, Transformers enjoys world-wide popularity and a massive fan base.

The License Agreement entered into between Hasbro and Camsing is a sign of the Group’s strong credentials in the branding and licensing industry and a milestone of the Group’s further development of its pan-entertainment business.

The Board believes that the License Agreement will be conducive to the development of the Group's pan-entertainment business and is in the interests of the Company and of its shareholders as a whole.

By order of the Board  
**Camsing International Holding Limited**  
**Lo Ching**  
*Chairman and Executive Director*

Hong Kong, 10 July 2017

*As at the date of this announcement, the Board comprises Ms. Lo Ching and Ms. Liu Hui as the executive directors and Mr. Lei Jun, Mr. Ross Yu Limjoco and Mr. Zheng Yilei as independent non-executive directors.*