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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 October 26, 2017 (the “**Prospectus**”) issued by China Literature Limited (the “**Company**”) for detailed information about the Global Offering described below before deciding whether or not to invest in the Shares thereby being offered. The Company has not been and will not be registered under the U.S. Investment Company Act of 1940, as amended.*

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

*In connection with the Global Offering, Morgan Stanley Asia Limited as stabilizing manager (the “**Stabilizing Manager**”), its affiliates or any person acting for it, on behalf of the Underwriters, may effect transactions with a view to stabilizing or supporting the market price of the 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, 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, its affiliates or any person acting for it, and may be discontinued at any time. Any such stabilizing activity 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. Such stabilization action, if taken, 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 (Cap. 571W of the Laws of Hong Kong), as amended, made under the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).*

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 begins on the Listing Date and is expected to expire on Thursday, November 30, 2017, being the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering. After this date, no further stabilizing action may be taken, demand for the Shares, and therefore the price of the Shares, could fall.

阅文集团

CHINA LITERATURE LIMITED

阅文集团

(incorporated in the Cayman Islands with limited liability)

GLOBAL OFFERING

Number of Offer Shares under the Global Offering	: 151,371,800 Shares (comprising 135,962,710 New Shares and 15,409,090 Sale Shares) (subject to the Over-allotment Option)
Number of Hong Kong Offer Shares	: 15,137,200 New Shares (subject to reallocation)
Number of International Offer Shares	: 136,234,600 Shares (including 15,409,090 Sale Shares and 7,568,600 Reserved Shares under the Preferential Offering) (subject to reallocation and the Over-allotment Option)
Maximum Offer Price	: HK\$55.0 per Share, plus brokerage of 1%, SFC transaction levy of 0.0027% and the Stock Exchange trading fee of 0.005% (payable in full on application, subject to refund)
Nominal value	: US\$0.0001 per Share
Stock code	: 772

Joint Sponsors

Morgan Stanley

Bank of America
Merrill Lynch

CREDIT SUISSE

Joint Global Coordinators, Joint Bookrunners and Joint Lead Managers

Morgan Stanley Bank of America Merrill Lynch CREDIT SUISSE J.P.Morgan CICC 中金香港证券

Joint Bookrunners and Joint Lead Managers

中信建投國際
China Securities International

China Renaissance

CMS 招商證券國際

招銀國際
CMB INTERNATIONAL

BOC INTERNATIONAL

HSBC

Joint Lead Manager

富途證券
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The Company has applied to the Listing Committee of the Stock Exchange for the listing of, and permission to deal in, the Shares in issue and to be issued and sold pursuant to the Global Offering. Dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Wednesday, November 8, 2017. In the

event the Over-allotment Option is exercised, an announcement will be made by the Company which will be posted on the website of the Stock Exchange (www.hkexnews.hk) and on the website of the Company (<http://www.yuewen.com>).

The Global Offering comprises the Hong Kong Public Offering of initially 15,137,200 New Shares (subject to reallocation) representing approximately 10% of the total number of Offer Shares initially available under the Global Offering, and the International Offering of initially 136,234,600 Shares (including 15,409,090 Sale Shares and 7,568,600 Reserved Shares under the Preferential Offering) (subject to reallocation and the Over-allotment Option) representing approximately 90% of the total number of Offer Shares initially available under the Global Offering. The Preferential Offering to Qualifying Tencent Shareholders comprises 7,568,600 Reserved Shares representing approximately 5.0% of the total number of Offer Shares initially available under the Global Offering which will be offered as an Assured Entitlement out of the Offer Shares under the International Offering. The allocation of the Offer Shares between the Hong Kong Public Offering and the International Offering will be subject to reallocation as described in the section headed “Structure of the Global Offering” in the Prospectus. The Reserved Shares are not subject to such reallocation.

Under the International Underwriting Agreement, the Over-allotment Option Grantors are expected to grant to the International Underwriters, exercisable by the Joint Global Coordinators on behalf of the International Underwriters, the Over-allotment Option, exercisable within 30 days from the last day for lodging applications under the Hong Kong Public Offering (the last day for exercise of the Over-allotment Option being Thursday, November 30, 2017) to require the Over-allotment Option Grantors to sell up to 22,705,600 additional Offer Shares, representing approximately 15% of the Offer Shares initially available under the Global Offering, at the Offer Price, to cover over-allocations in the International Offering, if any.

Subject to the granting of the approval for listing of, and permission to deal in, the Shares on the 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 Stock Exchange or such other date as may be determined by HKSCC. Settlement of transactions between participants of the 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.

The Offer Price will not be more than HK\$55.0 per Offer Share and is currently expected to be not less than HK\$48.0 per Offer Share, unless otherwise announced as further explained in the section headed “Structure of the Global Offering” in the Prospectus. Applicants for the Hong Kong Offer Shares are required to pay, on application, the maximum Offer Price of HK\$55.0 per Offer Share together with brokerage fee 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\$55.0 per Offer Share.

Applications for the Hong Kong Offer Shares and Reserved Shares will only be considered on the basis of the terms and conditions set out in the Prospectus, the relevant Application Forms and the designated website (www.eipo.com.hk) for White Form eIPO and the Blue Form eIPO.

Applicants who wish to be issued the Hong Kong Offer Shares in their own names should (i) complete and sign the **WHITE** Application Form; 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 wish to have the Hong Kong Offer Shares issued in the name of HKSCC Nominees 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 Form; or (ii) give **electronic application instructions** to HKSCC via CCASS. Qualifying Tencent Shareholders who wish to be allocated the Reserved Shares under the Preferential Offering should (i) complete and sign the **BLUE** Application Form; or (ii) submit applications online through the designated website of the **Blue Form eIPO** Service Provider at www.eipo.com.hk under the **Blue Form eIPO** service.

Copies of the Prospectus, together with the **WHITE** Application Forms, may be obtained during normal business hours from 9:00 a.m. on Thursday, October 26, 2017 till 12:00 noon on Tuesday, October 31, 2017 (or such later date as may apply as described in the section headed “How to Apply for Hong Kong Offer Shares and Reserved Shares — D. Effect of Bad Weather on the Opening and Closing of the Application Lists” in the Prospectus) from the following addresses of the Hong Kong Underwriters:

Morgan Stanley Asia Limited

46/F, International Commerce Centre, 1 Austin Road West, Kowloon, Hong Kong

Merrill Lynch Far East Limited

55/F, Cheung Kong Center, 2 Queen’s Road Central, Hong Kong

Credit Suisse (Hong Kong) Limited

Level 88, International Commerce Centre, 1 Austin Road West, Kowloon, Hong Kong

J.P. Morgan Securities (Asia Pacific) Limited

28/F, Chater House, 8 Connaught Road Central, Central, Hong Kong

China International Capital Corporation Hong Kong Securities Limited

29/F, One International Finance Centre, 1 Harbour View Street, Central, Hong Kong

China Securities (International) Corporate Finance Company Limited

18/F, Two Exchange Square, 8 Connaught Place, Central, Hong Kong

China Renaissance Securities (Hong Kong) Limited

Unit 8107-08, Level 81, International Commerce Centre, 1 Austin Road West, Kowloon, Hong Kong

China Merchants Securities (HK) Co., Limited

48/F One Exchange Square, Central, Hong Kong

CMB International Capital Limited

45/F, Champion Tower, 3 Garden Road, Central, Hong Kong

BOCI Asia Limited

26/F., Bank of China Tower, 1 Garden Road, Hong Kong

The Hongkong and Shanghai Banking Corporation Limited

1 Queen's Road Central, Hong Kong

Futu Securities International (Hong Kong) Limited

11/F, Bangkok Bank Building, 18 Bonham Strand West, Sheung Wan, Hong Kong

or any of the designated branches of the following receiving bank:

Bank of China (Hong Kong) Limited

	Branch Name	Address
Hong Kong Island	Bank of China Tower Branch	3/F, 1 Garden Road
	Connaught Road Central Branch	13-14 Connaught Road Central
	Sheung Wan Branch	Shop 1-4, G/F, Tung Hip Commercial Building, 244-248 Des Voeux Road Central
	Causeway Bay Branch	505 Hennessy Road, Causeway Bay, Hong Kong
	King's Road Branch	131-133 King's Road, North Point

	Branch Name	Address
Kowloon	Shanghai Street (Mong Kok) Branch	611-617 Shanghai Street, Mong Kok
	Tsim Sha Tsui Branch	24-28 Carnarvon Road, Tsim Sha Tsui, Kowloon
	194 Cheung Sha Wan Road Branch	194-196 Cheung Sha Wan Road, Sham Shui Po, Kowloon
	Wong Tai Sin Branch	Shop G13, Wong Tai Sin Plaza, Wong Tai Sin
	Kwun Tong Plaza Branch	G1 Kwun Tong Plaza, 68 Hoi Yuen Road, Kwun Tong
	East Point City Branch	Shop 101, East Point City, Tseung Kwan O
New Territories	Kwai Chung Plaza Branch	A18-20, G/F Kwai Chung Plaza, 7-11 Kwai Foo Road, Kwai Chung
	Yuen Long Branch	102-108 Castle Peak Road, Yuen Long
	Shatin Branch	Shop 20, Level 1, Lucky Plaza, 1-15 Wang Pok Street, Sha Tin
	Sheung Shui Branch	136 San Fung Avenue, Securities Services Centre Sheung Shui

Copies of the Prospectus, together with the **YELLOW** Application Forms, may be obtained during normal business hours from 9:00 a.m. on Thursday, October 26, 2017 till 12:00 noon on Tuesday, October 31, 2017 from the Depository Counter of HKSCC at 1/F, One & Two Exchange Square, 8 Connaught Place, Central, Hong Kong or your stockbroker, who may have **YELLOW** Application Forms and the Prospectus available.

The **WHITE** or **YELLOW** Application Form completed in accordance with the instructions printed thereon, together with a cheque or banker's cashier order payable to "**BANK OF CHINA (HONG KONG) NOMINEES LIMITED — CHINA LITERATURE PUBLIC OFFER**" attached should be deposited in the special collection boxes provided at any of the designated branches of the receiving bank referred to above on such dates and during such time as specified in the Application Forms.

Your **WHITE** or **YELLOW** Application Forms can be lodged at the following times on the following dates:

Thursday, October 26, 2017 — 9:00 a.m. to 5:00 p.m.

Friday, October 27, 2017 — 9:00 a.m. to 5:00 p.m.

Monday, October 30, 2017 — 9:00 a.m. to 5:00 p.m.

Tuesday, October 31, 2017 — 9:00 a.m. to 12:00 noon

Applicants may apply online through the **White Form eIPO** or **Blue Form eIPO** by submitting an application through the designated website at www.eipo.com.hk (24 hours daily, except on the last day for applications) from 9:00 a.m. on Thursday, October 26, 2017 till 11:30 a.m. on Tuesday, October 31, 2017 or such later date as described in the section headed “How to Apply for Hong Kong Offer Shares and Reserved Shares — D. Effect of Bad Weather on the Opening and Closing of the Application Lists” in the Prospectus.

A **BLUE** Application Form will be despatched to each Qualifying Tencent Shareholder together with a copy of the Prospectus to their respective address recorded on the register of members of Tencent on the Record Date on or before Thursday, October 26, 2017. Electronic copies of the Prospectus can be viewed from the websites of the Company at <http://www.yuewen.com> and the Stock Exchange at www.hkexnews.hk under the “*HKExnews > Listed Company Information > Latest Information*” section. Qualifying Tencent Shareholders who require a replacement **BLUE** Application Form should contact Computershare Hong Kong Investor Services Limited at 17M Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong or on its hotline 2862 8555. Printed copies of the Prospectus can be collected from the offices of the designated receiving bank or the offices of the Hong Kong Underwriters as stated above.

Your completed **BLUE** Application Form, together with a cheque or a banker’s cashier order attached and marked payable to “**BANK OF CHINA (HONG KONG) NOMINEES LIMITED-CHINA LITERATURE PREFERENTIAL OFFER**” for the payment, should be deposited in the special collection boxes provided at any of the branches of the receiving bank listed above at the following times:

Thursday, October 26, 2017 — 9:00 a.m. to 5:00 p.m.

Friday, October 27, 2017 — 9:00 a.m. to 5:00 p.m.

Monday, October 30, 2017 — 9:00 a.m. to 5:00 p.m.

Tuesday, October 31, 2017 — 9:00 a.m. to 12:00 noon

CCASS Clearing/Custodian Participants can input **electronic application instructions** at the following times on the following dates:

Thursday, October 26, 2017 — 9:00 a.m. to 8:30 p.m.⁽¹⁾

Friday, October 27, 2017 — 8:00 a.m. to 8:30 p.m.⁽¹⁾

Monday, October 30, 2017 — 8:00 a.m. to 8:30 p.m.⁽¹⁾

Tuesday, October 31, 2017 — 8:00 a.m.⁽¹⁾ to 12:00 noon

Note:

(1) These times are subject to change as HKSCC may determine from time to time with prior notification to CCASS Clearing/ Custodian Participants.

CCASS Investor Participants can input **electronic application instructions** from 9:00 a.m. on Thursday, October 26, 2017 until 12:00 noon on Tuesday, October 31 2017 (24 hours daily, except on Saturday, October 28, 2017 and on the last day for applications).

The latest time for inputting your **electronic application instructions** will be 12:00 noon on Tuesday, October 31, 2017, the last day for applications or such later time as described in the section headed “How to Apply for Hong Kong Offer Shares and Reserved Shares — D. Effect of Bad Weather on the Opening and Closing of the Application Lists” in the Prospectus.

The application for the Hong Kong Offer Shares and the Reserved Shares will commence on Thursday, October 26, 2017 through Tuesday, October 31, 2017. The application monies (including the brokerage fees, SFC transaction levy and Stock Exchange trading fee) will be held by the receiving bank and on behalf of the Company after the closing of the application lists and the refund monies, if any, will be returned to the applicants without interest on or before Tuesday, November 7, 2017. Investors should be aware that the dealings in the Shares on the Stock Exchange are expected to commence on Wednesday, November 8, 2017.

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

The Company expects to announce the final Offer Price, the level of indications of interest in the International Offering, the level of applications in the Hong Kong Public Offering and the Preferential Offering and the basis of allocation of the Hong Kong Offer Shares and Reserved Shares on or before Tuesday, November 7, 2017 in The Standard (in English) and Sing Tao Daily (in Chinese) and on the Company's website at <http://www.yuewen.com> and the website of the Stock Exchange at www.hkexnews.hk.

The results of allocations and the Hong Kong identity card / passport / Hong Kong business registration numbers of successful applicants under the Hong Kong Public Offering and the Preferential Offering will be available at the times and date and in the manner specified in the section headed "How to Apply for Hong Kong Offer Shares and Reserved Shares — E. Publication of Results" in the Prospectus.

If an application is rejected, not accepted or accepted in part only, or if the Offer Price as finally determined is less than the maximum Offer Price of HK\$55.0 per Offer Share (excluding brokerage, SFC transaction levy and the Stock Exchange trading fee thereon), or if the conditions of the Hong Kong Public Offering are not fulfilled in accordance with "Structure of the Global Offering — Conditions of the Global Offering" in the Prospectus or if any application is revoked, the application monies, or the appropriate portion thereof, together with the related brokerage, SFC transaction levy and the Stock Exchange trading fee, will be refunded, without interest or the cheque or banker's cashier order will not be cleared.

No temporary documents of title will be issued in respect of the Shares and no receipt will be issued for sums paid on application. Share certificates will only become valid at 8:00 a.m. on Wednesday, November 8, 2017, provided that the Global Offering has become unconditional and the right of termination described in the "Underwriting" section in the Prospectus has not been exercised. Dealings in the Shares are expected to commence at 9:00 a.m. on Wednesday, November 8, 2017. The Shares will be traded in board lots of 200 Shares each. The stock code of the Shares is 772.

By order of the Board
CHINA LITERATURE LIMITED
Mr. James Gordon Mitchell

Chairman of the Board and Non-executive Director

Hong Kong, October 26, 2017

As at the date of this announcement, the Board of Directors of the Company comprises Mr. Wu Wenhui and Mr. Liang Xiaodong as Executive Directors; Mr. James Gordon Mitchell, Ms. Li Ming, Mr. Lin Haifeng and Mr. Yang Xiang Dong as Non-executive Directors; Ms. Yu Chor Woon Carol, Ms. Leung Sau Ting Miranda and Mr. Liu Junmin as Independent Non-executive Directors.