

Unless otherwise defined herein, capitalized terms used in this announcement shall have the same meanings as those defined in the prospectus dated June 29, 2018 (the “**Prospectus**”) of 51 Credit Card Inc. (the “**Company**”).

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This announcement is for information purposes only and does not constitute an offer or an invitation to induce an offer by any person to acquire, purchase or subscribe for any securities. Potential investors should read the Prospectus for detailed information about the Global Offering described below before deciding whether or not to invest in the Offer Shares.

This announcement is not for release, publication, distribution, directly or indirectly, in or into the United States or any other jurisdiction where such distribution is prohibited by law. This announcement does not constitute and is not an offer to sell or a solicitation of any offer to buy securities in Hong Kong, the United States or elsewhere. The securities referred to in this announcement have not been and will not be registered under the U.S. Securities Act of 1933 (the “**U.S. Securities Act**”) or any state securities laws of the United States and may not be offered or sold in the United States absent registration under the U.S. Securities Act or except pursuant to an applicable exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act. There will be no public offering of securities of the Company in the United States.

In connection with the Global Offering, Citigroup Global Markets Asia Limited, as stabilization manager (the “**Stabilization Manager**”) (or any person acting for it), on behalf of the Underwriters, may over-allocate or 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 the Listing Date. However, there is no obligation on the Stabilization Manager (or any person acting for it) to conduct any such stabilizing action. Such stabilizing action, if taken, (a) will be conducted at the absolute discretion of the Stabilization Manager (or any person acting for it) and in what the Stabilization Manager reasonably regards as the best interest of the Company, (b) may be discontinued at any time and (c) is required to be brought to an end within 30 days of the last day for lodging 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, 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 the 30th day after the last day for the lodging of the applications under the Hong Kong Public Offering. After this date, when no further stabilizing action may be taken, demand for the Shares, and therefore the price of the Shares, could fall.

# 51信用卡

**51 CREDIT CARD INC.**

**51信用卡有限公司**

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

## GLOBAL OFFERING

<b>Number of Offer Shares under the Global Offering</b>	<b>: 118,703,000 Shares (subject to the Over-allotment Option)</b>
<b>Number of Hong Kong Offer Shares</b>	<b>: 11,871,000 Shares (subject to reallocation)</b>
<b>Number of International Offer Shares</b>	<b>: 106,832,000 Shares (subject to reallocation and the Over-allotment Option)</b>
<b>Maximum Offer Price</b>	<b>: HK\$11.50 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)</b>
<b>Nominal value</b>	<b>: US\$0.00001 per Share</b>
<b>Stock code</b>	<b>: 2051</b>

### Joint Sponsors



### Joint Global Coordinators, Joint Bookrunners and Joint Lead Managers



### Joint Bookrunners and Joint Lead Managers



### Joint Lead Manager



Application has been made by the Company 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 (including the Shares on conversion of the Preference Shares and Class B Ordinary Shares) and the Shares to be issued pursuant to the Global Offering (including the Shares which may be issued pursuant to the exercise of the Over-allotment Option). Assuming that the Hong Kong Public Offering becomes unconditional at or before 8:00 a.m. on Friday, July 13, 2018, it is expected that dealings in the Shares on the Stock Exchange will commence at 9:00 a.m. on Friday, July 13, 2018. In the event that the Over-allotment Option is exercised, an announcement will be made by the Company on the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk) and the website of the Company at [www.u51.com](http://www.u51.com).

The Global Offering comprises the Hong Kong Public Offering of initially 11,871,000 Shares (subject to reallocation) and the International Offering of initially 106,832,000 Shares (subject to reallocation and the Over-allotment Option) representing approximately 10% and approximately 90% of the total number of Offer Shares initially being offered under the Global Offering, respectively. 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. In accordance with Guidance Letter HKEx-GL91-18 issued by the Stock Exchange, if such reallocation is done in the circumstance that the International Offering are undersubscribed or other than pursuant to the clawback mechanism as described in the section headed “Structure of the Global Offering”, the total number of Offer Shares available under the Hong Kong Public Offering following such reallocation shall be not more than 23,742,000 Offer Shares (representing approximately 20% of the total number of Offer Shares initially available under the Global Offering), and the final Offer Price shall be fixed at the low-end of the indicative Offer Price range (i.e., HK\$8.50 per Offer Share) stated in the Prospectus.

In connection with the Global Offering, the Company is expected to grant the Over-allotment Option to the International Underwriters, which is exercisable by the Joint Global Coordinators (on behalf of the International Underwriters) from the Listing Date until 30 days after the last day for lodging applications under the Hong Kong Public Offering, to require the Company to issue up to an aggregate of 17,805,500 additional Offer Shares, representing approximately 15% of the total number of Offer Shares initially available under the Global Offering.

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 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 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\$11.50 per Offer Share and is expected to be not less than HK\$8.50 per Offer Share, unless otherwise announced. Applicants under the Hong Kong Public Offering are required to pay, on application, the Maximum Offer Price of HK\$11.50 per Offer Share plus 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\$11.50 per Offer Share.

**Applications for the Hong Kong Offer 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 of the HK eIPO White Form Service Provider at [www.hkeipo.hk](http://www.hkeipo.hk).**

Applicants who would like the allotted Hong Kong Offer Shares to be issued in their own names should either (i) complete and sign the **WHITE** Application Form or (ii) submit applications online through the designated website of the HK eIPO White Form Service Provider at [www.hkeipo.hk](http://www.hkeipo.hk) through the **HK eIPO White Form** service. Applicants who would like the Hong Kong Offer Shares to be allotted 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 maintained in CCASS should either (i) complete and sign the **YELLOW** Application Form or (ii) give **electronic application instructions** to HKSCC via CCASS.

Copies of the **WHITE** Application Form, may be obtained during normal business hours from 9:00 a.m. on Friday, June 29, 2018 until 12:00 noon on Friday, July 6, 2018 from:

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

**Bank of China (Hong Kong) Limited**

	<b>Branch Name</b>	<b>Address</b>
<b>Hong Kong Island</b>	Taikoo Shing Branch	Shop G1006, Hoi Sing Mansion, Taikoo Shing

<b>Kowloon</b>	Lam Tin Branch	Shop 12, 49 Kai Tin Road, Lam Tin
	Jordan Road Branch	1/F, Sino Cheer Plaza, 23-29 Jordan Road
<b>New Territories</b>	Tuen Mun San Hui Branch	G13-G14 Eldo Court, Heung Sze Wui Road, Tuen Mun

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

<b>China Merchants Securities (HK) Co., Limited</b>	48/F, One Exchange Square, Central, Hong Kong
<b>CLSA Limited</b>	18/F, One Pacific Place, 88 Queensway Hong Kong
<b>ABCI Securities Company Limited</b>	10/F, Agricultural Bank of China Tower, 50 Connaught Road Central, Hong Kong
<b>BOCI Asia Limited</b>	26/F, Bank of China Tower, 1 Garden Road Central, Hong Kong
<b>BOCOM International Securities Limited</b>	9th Floor, Man Yee Building, 68 Des Voeux Road Central Central, Hong Kong
<b>CCB International Capital Limited</b>	12/F, CCB Tower, 3 Connaught Road Central, Central, Hong Kong
<b>China Everbright Securities (HK) Limited</b>	24/F, Lee Garden One, 33 Hysan Avenue, Causeway Bay Hong Kong
<b>Haitong International Securities Company Limited</b>	22/F Li Po Chun Chambers, 189 Des Voeux Road Central, Central, Hong Kong
<b>Silk Road International Capital Limited</b>	Room 2901, 29/F, Two IFC, No. 8 Finance Street Central, Hong Kong
<b>Futu Securities International (Hong Kong) Limited</b>	11/F, Bangkok Bank Building, 14-20 Bonham Strand West, Sheung Wan, Hong Kong

Copies of the Prospectus, together with the **YELLOW** Application Form, may be obtained during normal business hours from 9:00 a.m. on Friday, June 29, 2018 until 12:00 noon on Friday, July 6, 2018 from the Depository Counter of HKSCC at 1/F, One & Two Exchange Square, 8 Connaught Place, Central, Hong Kong or from your stockbroker.

The **WHITE** or **YELLOW** Application Form completed in accordance with the instructions printed thereon, together with a cheque or banker's cashier order attached and marked payable to "BANK OF CHINA (HONG KONG) NOMINEES LIMITED — 51 CREDIT CARD INC. PUBLIC OFFER" should be deposited in the special collection boxes provided at any of the 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:

**Friday, June 29, 2018 — 9:00 a.m. to 5:00 p.m.**  
**Saturday, June 30, 2018 — 9:00 a.m. to 1:00 p.m.**  
**Tuesday, July 3, 2018 — 9:00 a.m. to 5:00 p.m.**  
**Wednesday, July 4, 2018 — 9:00 a.m. to 5:00 p.m.**  
**Thursday, July 5, 2018 — 9:00 a.m. to 5:00 p.m.**  
**Friday, July 6, 2018 — 9:00 a.m. to 12:00 noon**

Applicants applying through the **HK eIPO White Form** service may submit applications through the designated website at [www.hkeipo.hk](http://www.hkeipo.hk) (24 hours daily, except on the last application day) from 9:00 a.m. on Friday, June 29, 2018 until 11:30 a.m. on Friday, July 6, 2018 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 and Closing of the Application Lists*" in the Prospectus.

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

**Friday, June 29, 2018 — 9:00 a.m. to 8:30 p.m.<sup>(1)</sup>**  
**Tuesday, July 3, 2018 — 8:00 a.m. to 8:30 p.m.<sup>(1)</sup>**  
**Wednesday, July 4, 2018 — 8:00 a.m. to 8:30 p.m.<sup>(1)</sup>**  
**Thursday, July 5, 2018 — 8:00 a.m. to 8:30 p.m.<sup>(1)</sup>**  
**Friday, July 6, 2018 — 8:00 a.m.<sup>(1)</sup> 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 Participants can input **electronic application instructions** from 9:00 a.m. on Friday, June 29, 2018 until 12:00 noon on Friday, July 6, 2018 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 and Closing of the Application Lists*” in the Prospectus.

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

The Company expects to announce the Offer Price, the level of indication of interest in the International Offering, the level of applications in the Hong Kong Public Offering and the basis of allocation of Hong Kong Offer Shares on or before Thursday, July 12, 2018 in the South China Morning Post (in English) and the Hong Kong Economic Times (in Chinese) and on the website of the Company at [www.u51.com](http://www.u51.com) and the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk).

The results of allocations (with the successful applicants’ Hong Kong identity card/passport/Hong Kong business registration numbers, where applicable) under the Hong Kong Public Offering will be made available from Thursday, July 12, 2018 through a variety of channels at the times and dates and in the manner specified in the section headed “*How to Apply for Hong Kong Offer Shares — 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\$11.50 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.



The Company will not issue temporary documents of title. Share certificates will only become valid certificates of title at 8:00 a.m. on Friday, July 13, 2018 provided that the Global Offering has become unconditional in all respects and the right of termination described in the section headed “*Underwriting — Underwriting Arrangements and Expenses — Hong Kong Public Offering — Grounds for Termination*” in the Prospectus has not been exercised. No receipt will be issued for sums paid on application.

Dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Friday, July 13, 2018. The Shares will be traded in board lots of 500 Shares each.

By order of the Board  
**51 Credit Card Inc.**  
**Sun Haitao**  
*Chairman*

Hong Kong,  
June 29, 2018

*As at the date of this announcement, the Board of Directors of the Company comprises Mr. Sun Haitao, Mr. Yang Yuzhi and Mr. Zhao Ke as Executive Directors; Ms. Zou Yunli as a non-Executive Director; and Mr. Wong Ti, Mr. Wang Zhaocheng and Mr. Ye Xiang as Independent non-Executive Directors.*