

SUMMARY

The Offer Price has been determined at HK\$0.68 per Offer Share (exclusive of brokerage of 1%, SFC transaction levy of 0.004% and Stock Exchange trading fee of 0.005%). The net proceeds to be received by the Company from the Share Offer after deducting the underwriting fees and the expenses payable by the Company in relation to the Share Offer are estimated to be approximately HK\$ 87.61 million.

- A total of 3,042 valid applications pursuant to the Public Offer on **WHITE**, **YELLOW** and **PINK** Application Forms and by giving **electronic application instructions** to HKSCC via CCASS and to the eIPO Service Provider through **WHITE Form eIPO** service for a total of 723,170,000 Public Offer Shares were received, representing approximately 48.21 times of the total number of 15,000,000 Public Offer Shares initially available for subscription under the Public Offer. Among these applications, a total of 73 valid applications pursuant to the Public Offer on **PINK** Application Forms for a total of 2,180,000 Public Offer Shares were received from eligible full-time employees of the Group in Hong Kong, representing 1.45 times of the total number of 1,500,000 Public Offer Shares allocated on a preferential basis for subscription by the eligible full-time employees of the Group in Hong Kong.
- The total number of 135,000,000 Offer Shares initially offered under the Placing has been moderately over-subscribed.
- Due to the very significant over-subscription in the Public Offer, the clawback mechanism as specified in the section headed “Structure of the Share Offer” in the Prospectus has been applied and the number of Offer Shares allocated to the Public Offer has been increased to 45,000,000 Offer Shares, representing 30% of the total number of Offer Shares available under the Share Offer.
- Results of allocations in the Public Offer, including the Hong Kong identity card/passport/Hong Kong business registration numbers of successful applicants (where supplied) and the number of Public Offer Shares successfully applied for under **WHITE** and **YELLOW** application forms, by giving **electronic application instructions** to HKSCC or to the **WHITE Form eIPO** Service Provider under the **WHITE Form eIPO**, will be made available at the times and dates and in the manner specified below:
 - results of allocations will be available from the Public Offer allocation results telephone enquiry line. Applicants may find out whether or not their applications have been successful and the number of Public Offer Shares allocated to them, if any, by calling 2980 1833 between 9:00 a.m. and 6:00 p.m. on Monday, 11 February 2008 to Thursday, 14 February 2008;

- results of allocations will be available from the website at **www.tricor.com.hk/ipo/result** on a 24-hour basis from 8:00 a.m. Monday, 11 February 2008 to 12:00 midnight on Monday, 18 February 2008. The user will be required to key in the Hong Kong identity card/passport/Hong Kong business registration number provided in his/her/its application form to search for his/her/its own allocation result; and
- special allocation results booklets setting out the results of allocations will be available for inspection during opening hours of individual branches from Monday, 11 February 2008 to Wednesday, 13 February 2008 at all the receiving bank branches at the addresses set out in the paragraph headed “Where to collect the prospectus and Application Forms” under the section headed “How to apply for the Public Offer Shares” in the prospectus.
- Applicants who apply for 1,000,000 or more Public Offer Shares using **WHITE Form eIPO** or those using **WHITE** Application Forms and have indicated on their Application Forms that they wish to collect their share certificates and/or refund cheques (where applicable) in person may collect their share certificates and/or refund cheques (where applicable) in person from Tricor Secretaries Limited at 26/F, Tesbury Centre, 28 Queen’s Road East, Wanchai, Hong Kong between 9:00 a.m. and 1:00 p.m. on Monday, 11 February 2008. Applicants being individuals who opt for personal collection must not authorise any other person to make collection on their behalf. Applicants being corporations which opt for personal collection must attend by their authorised representatives bearing letters of authorisation from their corporations stamped with the corporations’ respective chops. Both individuals and authorised representatives (if applicable) must produce, at the time of collection, evidence of identity acceptable to Tricor Secretaries Limited. If applicants do not collect their refund cheque(s) and share certificate(s) within the above time period specified for collection, uncollected refund cheque(s) and share certificate(s) will be despatched by ordinary post to the address as specified in the relevant Applications Forms (or address of the first-named applicant in case of a joint application) and at the applicants’ own risk shortly after the time for collection.
- Share certificates and/or refund cheques for wholly or partially successful applicant using **WHITE** Application Forms and **WHITE Form eIPO** to apply for (i) less than 1,000,000 Public Offer Shares or (ii) 1,000,000 or more Public Offer Shares but who have not opted for personal collection, or who have opted for personal collection but do not collect in person within the specified period, will be despatched by ordinary post to the addresses specified in the relevant Application Forms at the applicants’ own risk on Monday, 11 February 2008.
- Share certificates and/or refund cheques (where applicable) for wholly or partially successful applicant using **PINK** Application Forms will be despatched by ordinary post to the addresses specified in the relevant Application Forms at the applicants’ own risk on Monday, 11 February 2008.

- Wholly or partially successful applicants who applied on a **YELLOW** Application Form or by giving **electronic application instructions** to HKSCC via CCASS and elected to have allocated Public Offer Shares deposited directly into CCASS, will have share certificates 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 as instructed by them in respect of applications which are wholly or partially successful at the close of business on Monday, 11 February 2008, or in the event of a contingency, or any other date as shall be determined by HKSCC or HKSCC Nominees.
- Applicants applying through a designated CCASS Participant (other than a CCASS Investor Participant) using **YELLOW** Application Forms should check the number of Public Offer Shares allotted to them with that CCASS Participant.
- Applicants applying as a CCASS Investor Participant on a **YELLOW** Application Form or by giving **electronic application instructions** through HKSCC via CCASS should check and report any discrepancies to HKSCC before 5:00 p.m. on Monday, 11 February 2008 or such other date as shall be determined by HKSCC or HKSCC Nominees.
- Applicants applying as a CCASS Investor Participant on a **YELLOW** Application Form or by giving **electronic application instructions** to HKSCC may also check the results of their applications via the CCASS Phone System and the CCASS Internet System (using the procedures contained in HKSCC's "An Operating Guide for Investor Participants" in effect from time to time) immediately after the credit of the Public Offer Shares to their CCASS Investor Participant stock accounts. HKSCC will also make available to CCASS Investor Participants an activity statement showing the number of Public Offer Shares credited to their stock accounts.
- Refund monies for applicants applying by giving **electronic application instructions** to HKSCC via CCASS are expected to be credited to the designed bank accounts of the relevant CCASS Participants on Monday, 11 February 2008.
- Applicants who have applied on **YELLOW** Application Forms for 1,000,000 or more Offer Shares and have indicated on their Application Forms that they wish to collect their refund cheques (if any) in person may do so from Tricor Secretaries Limited at 26/F, Tesbury Centre, 28 Queen's Road East, Wanchai, Hong Kong between 9:00 a.m. and 1:00 p.m. on Monday, 11 February 2008. Applicants who have applied on **YELLOW** Application Forms for more than 1,000,000 or more Offer Shares and have not indicated on their Application Forms that they will collect refund cheques (if any) in person, or have applied for less than 1,000,000 Offer Shares or if their application are rejected, not accepted or accepted in part only, the refund cheques will be sent to the address as specified in the relevant Application Forms (or address of the first-named applicant in case of a joint application) and at the applicants' own risk.
- Dealings in the Shares on the Stock Exchange are expected to commence at 9:30 a.m. on Tuesday, 12 February 2008.

OFFER PRICE

The Offer Price has been determined at HK\$0.68 per Offer Share (exclusive of brokerage of 1%, SFC transaction levy of 0.004% and Stock Exchange trading fee of 0.005%). The net proceeds to be received by the Company from the Share Offer after deducting the underwriting fees and the expenses payable by the Company in relation to the Share Offer are estimated to be approximately HK\$ 87.61 million. The Company intends to use the net proceeds of approximately HK\$87.61 million from the Share Offer as follows:

- as to approximately HK\$36.88 million is expected to be used for the enhancement and enrichment of the contents of the Magazines;
- as to approximately HK\$20.76 million is expected to be used for the promotion and marketing of the Magazines to readers and advertisers;
- as to approximately HK\$8.65 million is expected to be used for strengthening the contents of the Group's existing websites;
- as to approximately HK\$14.15 million is expected to be used for the purchase and upgrading of the Group's existing machineries and equipment thereby improving the efficiency of publication workflow; and
- as to the remaining balance of approximately HK\$7.17 million is expected to be reserved as additional general working capital of the Group.

APPLICATIONS AND INDICATIONS OF INTEREST RECEIVED

A total of 3,042 valid applications pursuant to the Public Offer on **WHITE**, **YELLOW** and **PINK** Application Forms and by giving **electronic application instructions** to HKSCC via CCASS and to the eIPO Service Provider through **WHITE Form eIPO** service for a total of 723,170,000 Public Offer Shares were received, representing approximately 48.21 times of the total number of 15,000,000 Public Offer Shares initially available for subscription under the Public Offer. Among these applications, a total of 73 valid applications pursuant to the Public Offer on **PINK** Application Forms for a total of 2,180,000 Public Offer Shares were received from eligible full-time employees of the Group in Hong Kong, representing 1.45 times of the total number of 1,500,000 Public Offer Shares allocated on a preferential basis for subscription by the eligible full-time employees of the Group in Hong Kong.

The total number of 135,000,000 Offer Shares initially offered under the Placing has been moderately over-subscribed.

Due to the very significant over-subscription in the Public Offer, the clawback mechanism as specified in the section headed "Structure of the Share Offer" in the Prospectus has been applied and the number of Offer Shares allocated to the Public Offer has been increased to 45,000,000 Offer Shares, representing 30% of the total number of Offer Shares available under the Share Offer.

The Public Offer Shares validly applied for on **PINK** Application Forms were over-subscribed and were allotted conditionally to such applicants who are eligible full-time employees of the Group in Hong Kong on the basis stated out in the paragraph headed “Basis of allotment under the Public Offer” below.

Of the 2,969 valid applications on **WHITE** and **YELLOW** Application Forms and by **electronic application instructions** given to HKSCC via CCASS and through the designated eIPO Service Provider under the **WHITE Form eIPO** service for a total of 720,990,000 Public Offer Shares, all of which were for Public Offer Shares with an aggregate subscription amount based on the Offer Price of HK\$0.68 per Offer Share (exclusive of brokerage of 1%, SFC transaction levy of 0.004% and Stock Exchange trading fee of 0.005%) of HK\$5 million or less (representing approximately 106.81 times the 6,750,000 Public Offer Shares initially comprised in Pool A), and no application was for Public Offer Shares with an aggregate subscription amount based on the Offer Price of HK\$0.68 per Offer Share (exclusive of brokerage of 1%, SFC transaction levy of 0.004% and Stock Exchange trading fee of 0.005%) of more than HK\$5 million. As a result, all of the 6,750,000 Public Offer Shares initially comprised in Pool B will be transferred to Pool A to satisfy the over-subscription in Pool A.

No multiple or suspected multiple applications has been identified. No invalid applications have been rejected. 5 applications have been rejected due to bounced cheques. The Offer Shares offered in the Public Offer were conditionally allocated on the basis set out in the paragraph headed “Basis of allotment under the Public Offer” below.

The Directors further announce that the Placing Shares initially offered under the Placing have been moderately over-subscribed. As a result of the re-allocation, the Placing Shares have been reduced to 105,000,000 Shares, representing 70% of the total number of Offer Shares available under the Share Offer.

The Directors confirm that they have been advised that no Offer Shares have been allocated to applicants who are connected persons of the Company within the meaning of the Listing Rules and the number of Offer Shares in the hands of the public will satisfy the minimum percentage prescribed by Rule 8.08 of the Listing Rules. The Placing is in compliance with the placing guidelines for equity securities as set out in Appendix 6 to the Listing Rules. The Joint Sponsors, the Lead Manager, the Underwriters and their connected clients have not taken up any Offer Shares for their own benefit under the Share Offer. The Company has been advised that no placee will, individually, be placed more than 10% of the enlarged issued share capital of the Company immediately after the Share Offer and the Capitalisation Issue.

BASIS OF ALLOTMENT UNDER THE PUBLIC OFFER

Valid applications made by the public on **WHITE** and **YELLOW** Application Forms and by **electronic application instructions** given to HKSCC via CCASS and to eIPO Service Provider through the **WHITE Form eIPO** service will be conditionally allotted on the basis set out below:

No. of Shares applied for	No. of valid applications	Basis of allotment/ballot	Approximate percentage allotted of the total no. of Shares applied for
5,000	1,233	156 out of 1,233 to receive 5,000 Shares	12.65%
10,000	371	93 out of 371 to receive 5,000 Shares	12.53%
15,000	142	53 out of 142 to receive 5,000 Shares	12.44%
20,000	98	48 out of 98 to receive 5,000 Shares	12.24%
25,000	65	39 out of 65 to receive 5,000 Shares	12.00%
30,000	52	37 out of 52 to receive 5,000 Shares	11.86%
35,000	17	14 out of 17 to receive 5,000 Shares	11.76%
40,000	42	38 out of 42 to receive 5,000 Shares	11.31%
45,000	8	5,000 Shares	11.11%
50,000	120	5,000 Shares plus 8 out of 120 to receive additional 5,000 Shares	10.67%
55,000	12	5,000 Shares plus 2 out of 12 to receive additional 5,000 Shares	10.61%
60,000	30	5,000 Shares plus 8 out of 30 to receive additional 5,000 Shares	10.56%
65,000	17	5,000 Shares plus 6 out of 17 to receive additional 5,000 Shares	10.41%
70,000	10	5,000 Shares plus 4 out of 10 to receive additional 5,000 Shares	10.00%
75,000	7	5,000 Shares plus 3 out of 7 to receive additional 5,000 Shares	9.52%
80,000	20	5,000 Shares plus 9 out of 20 to receive additional 5,000 Shares	9.06%
85,000	2	5,000 Shares plus 1 out of 2 to receive additional 5,000 Shares	8.82%
90,000	4	5,000 Shares plus 2 out of 4 to receive additional 5,000 Shares	8.33%
95,000	3	5,000 Shares plus 2 out of 3 to receive additional 5,000 Shares	8.77%
100,000	112	5,000 Shares plus 75 out of 112 to receive additional 5,000 Shares	8.35%
200,000	149	10,000 Shares plus 90 out of 149 to receive additional 5,000 Shares	6.51%
300,000	121	15,000 Shares plus 102 out of 121 to receive additional 5,000 Shares	6.40%
400,000	92	25,000 Shares plus 4 out of 92 to receive additional 5,000 Shares	6.30%
500,000	122	30,000 Shares plus 35 out of 122 to receive additional 5,000 Shares	6.29%
600,000	2	35,000 Shares plus 1 out of 2 to receive additional 5,000 Shares	6.25%
700,000	8	40,000 Shares plus 6 out of 8 to receive additional 5,000 Shares	6.25%
800,000	1	50,000 Shares	6.25%
900,000	7	50,000 Shares plus 6 out of 7 to receive additional 5,000 Shares	6.03%
1,000,000	16	60,000 Shares	6.00%
1,500,000	9	90,000 Shares	6.00%
2,000,000	5	120,000 Shares	6.00%
2,500,000	1	150,000 Shares	6.00%
3,000,000	2	180,000 Shares	6.00%
3,500,000	2	210,000 Shares	6.00%
4,000,000	2	230,000 Shares plus 1 out of 2 to receive additional 5,000 Shares	5.81%
6,500,000	11	355,000 Shares plus 6 out of 11 to receive additional 5,000 Shares	5.50%
6,750,000	54	365,000 Shares plus 20 out of 54 to receive additional 5,000 Shares	5.43%

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Valid applications made by the eligible full-time employees of the Group in Hong Kong on PINK Application Forms will be conditionally allotted on the basis set out below:

No. of Shares applied for	No. of valid applications	Basis of allotment/ballot	Approximate percentage allotted of the total no. of Shares applied for
5,000	7	5,000 Shares	100.00%
10,000	21	10,000 Shares	100.00%
15,000	12	15,000 Shares	100.00%
20,000	4	20,000 Shares	100.00%
25,000	3	20,000 Shares plus 1 out of 3 to receive additional 5,000 Shares	86.67%
30,000	6	20,000 Shares plus 3 out of 6 to receive additional 5,000 Shares	75.00%
40,000	1	25,000 Shares	62.50%
50,000	8	30,000 Shares	60.00%
60,000	1	35,000 Shares	58.33%
70,000	1	40,000 Shares	57.14%
75,000	2	40,000 Shares plus 1 out of 2 to receive additional 5,000 Shares	56.67%
100,000	7	50,000 Shares plus 4 out of 7 to receive additional 5,000 Shares	52.86%

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The final number of Offer Shares to be allotted and issued under the Public Offer is 45,000,000 Offer Shares, representing 30% of the Offer Shares in the Share Offer.

The number of Offer Shares to be allotted and issued under the Placing is 105,000,000 Offer Shares which were allocated in full, representing 70% of the Offer Shares in the Share Offer.

RESULTS OF ALLOCATIONS

Results of allocations in the Public Offer, including the Hong Kong identity card/passport/Hong Kong business registration numbers of successful applicants (where supplied) and the number of Public Offer Shares successfully applied for on **WHITE** and **YELLOW** application forms, by giving **electronic application instructions** to HKSCC or to the **WHITE Form eIPO Service Provider** under the **WHITE Form eIPO**, will be made available at the times and dates and in the manner specified below:

- results of allocations will be available from the Public Offer allocation results telephone enquiry line. Applicants may find out whether or not their applications have been successful and the number of Public Offer Shares allocated to them, if any, by calling 2980 1833 between 9:00 a.m. and 6:00 p.m. on Monday, 11 February 2008 to Thursday, 14 February 2008;
- results of allocations will be available from the website at www.tricor.com.hk/ipo/result on a 24-hour basis from 8:00 a.m. Monday, 11 February 2008 to 12:00 midnight on Monday, 18 February 2008. The user will be required to key in the Hong Kong identity card/passport/Hong Kong business

registration number provided in his/her/its application form to search for his/her/its own allocation result; and

- special allocation results booklets setting out the results of allocations will be available for inspection during opening hours of individual branches from Monday, 11 February 2008 to Wednesday, 13 February 2008 at all the receiving bank branches at the addresses set out in the paragraph headed “Where to collect the prospectus and Application Forms” under the section headed “How to apply for Public Offer Shares” in the prospectus.

<i>District</i>	<i>Branch name</i>	<i>Address</i>
Hong Kong Island	Des Voeux Road Branch	Standard Chartered Bank Building, 4-4A, Des Voeux Road Central, Central
	Central Branch	Shop no. 16, G/F and Lower G/F, New World Tower, 16-18 Queen’s Road Central, Central
	88 Des Voeux Road Branch	88 Des Voeux Road Central, Central
	Leighton Centre Branch	Shop 12-16, UG/F, Leighton Centre, 77 Leighton Road, Causeway Bay
	Hennessy Road Branch Quarry Bay Branch	399 Hennessy Road, Wanchai G/F, Westlands Gardens, 1027 King’s Road, Quarry Bay
Kowloon	Kwun Tong Branch Mongkok Branch	1A Yue Man Square, Kwun Tong Shop B, G/F, 1/F & 2/F, 617-623 Nathan Road, Mongkok
	Tsimshatsui Branch	G/F, 10 Granville Road, Tsimshatsui
	Cheung Sha Wan Branch	828 Cheung Sha Wan Road, Cheung Sha Wan
	Telford Gardens Branch	Shop P9-12, Telford Centre, Telford Gardens, Tai Yip Street, Kwun Tong
New Territories	Shatin Centre Branch	32C, Level 3, Shatin Shopping Arcade, Shatin Centre, 2-16 Wang Pok Street, Shatin
	Tsuen Wan Branch	Shop C, G/F & 1/F, Jade Plaza, 298 Sha Tsui Road, Tsuen Wan
	Metroplaza Branch	Shop No. 186-188, Level 1, Metroplaza, 223 Hing Fong Road, Kwai Fong, N.T.
	Yuen Long Branch	140, Yuen Long Main Road, Yuen Long