

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



## OURGAME INTERNATIONAL HOLDINGS LIMITED

聯眾國際控股有限公司\*

(a company incorporated under the laws of the Cayman Islands with limited liability)

(Stock code: 6899)

### BUSINESS UPDATE FOR THE THREE MONTHS ENDED 31 MARCH 2016

The board of directors (the “**Board**”) of Ourgame International Holdings Limited (the “**Company**” or “**Ourgame**”) is pleased to provide an update on certain financial and operational data of the Company and its subsidiaries (collectively, the “**Group**”) for the three months ended 31 March 2016. This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

#### FINANCIAL HIGHLIGHTS

|   | Three months ended<br>31 March |                                | Changes |
|---|--------------------------------|--------------------------------|---------|
|   | 2016<br>RMB'000<br>(Unaudited) | 2015<br>RMB'000<br>(Unaudited) |         |
| <b>Revenue</b>  | <b>194,595</b>                 | 164,149                        | +18.5%  |
| <b>Profit attributable to equity holders of the Company</b> | <b>21,931</b>                  | 28,219                         | -22.3%  |
| <b>Non-IFRS adjusted net profit*</b>                        | <b>33,231</b>                  | 40,325                         | -17.6%  |
| Attributable to equity holders of the Company               | <b>32,831</b>                  | 40,325                         | -18.6%  |
| Attributable to non-controlling interests                   | <b>400</b>                     | —                              | —       |

\* Non-IFRS adjusted net profit was derived from the unaudited profit for the period excluding share-based compensation expense.

|                             | <b>Three months ended<br/>31 March</b> |                                | Changes   |
|-----------------------------|--|--------------------------------|-----------|
|                             | <b>2016</b>                            | 2015                           |           |
|                             | <b>RMB'000<br/>(Unaudited)</b>         | <b>RMB'000<br/>(Unaudited)</b> |           |
| <b>PC games revenue</b>     | <b>107,682</b>                         | 67,863                         | +58.7%    |
| <b>Mobile games revenue</b> | <b>65,672</b>                          | 95,279                         | -31.1%    |
| <b>Others<sup>(1)</sup></b> | <b><u>21,241</u></b>                   | <u>1,007</u>                   | +2,009.3% |
| <b>Total revenue</b>        | <b><u><u>194,595</u></u></b>           | <u><u>164,149</u></u>          | +18.5%    |

<sup>(1)</sup> Others mainly represent miscellaneous revenue derived from game tournaments organized by the Group, which include sponsorship income received.

| <b>OPERATIONAL HIGHLIGHTS</b>                                      |  |                      |         |
|--|--|----------------------|---------|
|  | <b>Three months ended<br/>31 March</b> |                      | Changes |
|  | <b>2016</b>                            | 2015                 |         |
|  | <b>(Unaudited)</b>                     | <b>(Unaudited)</b>   |         |
| <b>Monthly active users (“MAUs”) (in thousands):</b>               |  |                      |         |
| Self-developed PC games  | <b>9,726</b>                           | 9,629                | +1.0%   |
| Mobile games   | <b><u>15,971</u></b>                   | <u>21,424</u>        | -25.5%  |
| <b>Total</b>   | <b><u><u>25,697</u></u></b>            | <u><u>31,053</u></u> | -17.2%  |
| <b>Monthly paying users (“MPUs”) (in thousands):</b>               |  |                      |         |
| Self-developed PC games  | <b>384</b>                             | 316                  | +21.5%  |
| Mobile games <sup>(1)</sup>  | <b><u>1,185</u></b>                    | <u>1,515</u>         | -21.8%  |
| <b>Total</b>   | <b><u><u>1,569</u></u></b>             | <u><u>1,831</u></u>  | -14.3%  |
| <b>Monthly average revenue per paying user (“ARPPU”) (in RMB):</b> |  |                      |         |
| Self-developed PC games  | <b>90.5</b>                            | 64.9                 | +39.4%  |
| Mobile games <sup>(1)</sup>  | <b>18.5</b>                            | 21.0                 | -11.9%  |

<sup>(1)</sup> The calculation of MPUs and ARPPU of mobile games does not include mobile games on non-smart devices and third-party operated mobile games, for which data are not available.

## Summary

In the first quarter of 2016, while carrying on with the development and growth of our online/offline games portfolio, we further made significant progress in building out our mind-sports eco-system.

We have made further breakthroughs on e-sports. Ourgame, Wangyu Internet Café (網魚網咖), KongZhong (空中網), Ourpalm (掌趣) and iRena Group (體育之窗) have joined forces to establish a new holding company, Allied eSports (聯盟電競), with Ourgame being the largest shareholder. Our Beijing e-Sports Arena was injected into Allied eSports which will be building other e-Sports Arenas throughout China and overseas. Allied eSports will aim to be the leader in the eSports industry by developing a global e-Sports arena network and world-class tournament and media brands and assets.

We have made further progress on Internet Plus transformation of Card and Board games. In March of 2016, the Board and Card Games Administrative Centre of the China General Sports Administration (the “**Board and Card Games and Administrative Center**”) announced the launch of the competitive board and card games platform (the “**Platform**”) (棋牌競技化平台), which was built by Ourgame’s subsidiary, Tianjin Zhongqi Weiye Sports Development Co., Ltd., as part of our cooperative contract with the Board and Card Games and Administrative Center. The Board and Card Games and Administrative Center had further announced the selection of five strategic pilot partners for the Platform with Ourgame among them (the other four are Tencent, 360, Sina and China Mobile Migu). Users across strategic partners will be competing on one central platform to win master points granted by the government and join the offline events to win the national championship. The launch of the Platform heralds a brand new model for card and board game competitive sports.

In the first quarter of 2016, our overseas subsidiaries continued to make rapid progress in extending its reach by launching innovative tournament formats, including the WPT Caribbean and the WPT Festival Championship (WPT 冠軍賽).

**The Board wishes to remind investors that the above business update is based on the Group’s unaudited management accounts and internal records. Investors are reminded not to unduly rely on such information and are advised to exercise caution when dealing in the securities of the Company.**

By Order of the Board  
**Ourgame International Holdings Limited**  
**YANG Eric Qing**  
*Chairman and Executive Director*

Hong Kong, 27 May 2016

*As at the date of this announcement, the Board comprises Mr. YANG Eric Qing and Mr. NG Kwok Leung Frank as executive directors; Mr. LIU Jiang, Mr. HUA Guanfa, Mr. FAN Tai and Mr. CHEN Xian as non-executive directors; and Mr. GE Xuan, Mr. LU Zhong and Mr. CHEUNG Chung Yan David as independent non-executive directors.*

\* *For identification purpose only*