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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: COOPERATION WITH BEIJING JUMI

This announcement is made by Camsing International Holding Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis. Reference is made to the announcement of the Company dated 27 September 2016 (the “**Announcement**”) in relation to the cooperation of Bingxun with Manchester City FC and Guangdong TV for the production of a football reality show (the “**Show**”). Unless otherwise specified, capitalised terms used herein shall have the same meanings as those defined in the Announcement.

The board of directors (the “**Board**”) of the Company is pleased to announce that on 21 April 2017, Bingxun has entered into a business agreement with 北京聚迷互動影視傳媒有限公司* (Beijing Jumi Interactive AV Media Company Limited) (“**Beijing Jumi**”), a subsidiary of Alibaba Pictures Group Limited and a third party independent from the Company for the Show, pursuant to which, among others, Beijing Jumi agreed to cooperate with Bingxun for the production, development and marketing of the Show with the assistance of the Yulebao (娛樂寶) platform.

The Board considers that the collaboration with Alibaba Pictures forges a broader platform for the Company to develop its pan-entertainment business as it is in the interest of the Company and its shareholders as a whole. The board believes that with due cooperation between the Company and Alibaba Pictures, more superior sports and cultural programs would be brought to the Chinese audiences.

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

Hong Kong, 28 April 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.

* For identification purpose only