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China LotSynergy Holdings Limited

華彩控股有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 1371)

**Entered into a strategic cooperation framework agreement
with Inner Mongolia Autonomous Region Sports Lottery
Administration Centre**

The Board is pleased to announce that Huacai Yingtong, a subsidiary of the Company, has successfully entered into a strategic cooperation framework agreement with Inner Mongolia Autonomous Region Sports Lottery Administration Centre, capitalizing on their respective resources advantages to launch a full-fledged cooperation on lottery-related projects and offering tailor-made professional lottery services.

The Board of Directors (the “Board”) of China LotSynergy Holdings Limited (“the Company”, together with its subsidiaries “the Group”) is pleased to announce that Beijing Huacai Yingtong Technology Company Limited (“Huacai Yingtong”), a subsidiary of the Company, has successfully entered into a strategic cooperation framework agreement with Inner Mongolia Autonomous Region Sports Lottery Administration Centre (“IMSLAC”) recently. Huacai Yingtong and IMSLAC will capitalize on their respective resources advantages to launch full-fledged cooperation on lottery-related projects. Huacai Yingtong will offer IMSLAC with tailor-made professional lottery services.

Under the framework agreement, Huacai Yingtong will tie in with the development plan of IMSLAC, actively assist Inner Mongolia to explore new lottery sales channels, offer lottery player enhanced betting experience and expand customer base, leveraging on its operation and marketing experiences in online and offline channels, strengths in big data collection and new proprietary intelligent lottery equipments. Riding on its cloud services advantage and several new technology resources such as artificial intelligence, Huacai Yingtong will also assist IMSLAC on new development of pilot lottery sales, triggering and tapping lottery players’ purchasing needs.

For the recent few years, IMSLAC has been vigorously promoting reform and innovation, actively expanding sales channels, and working diligently to deliver innovative development of both traditional and social channels.

The Group, as an excellent company that continues to pursue innovation in the China's lottery market, has amassed sufficient experience in products, operations and services by years of its dedication to the new media lottery, and earned recognition from the lottery authorities. In recent years, the Group has actively opened up new business roadmap, stepped up its R&D efforts in artificial intelligence for lottery and others, and fully used innovative technologies such as intelligent hardware, the Internet of Things and big data etc. across the lottery retail channels, namely operation, management, marketing and others, providing lottery authorities and retail channels with total solutions in a move to optimize and eliminate the industry sticking points as well as expand and shake up the sales channel. The partnership between the Group and IMSLAC could provide impetus for the prosperity and development of IMSLAC.

The Group believes that it will be able to empower the lottery authorities according to the new situation and the new norm, getting closer to users and the market, and play a positive role in promoting the healthy development of China's lottery market.

By order of the Board
China LotSynergy Holdings Limited
CHAN Tan Na, Donna
Chairperson of the Board

Hong Kong, 19 July 2018

As at the date of this announcement, the Board comprises Ms. CHAN Tan Na, Donna, Mr. WU Jingwei and Mr. LI Zi Kui as Executive Directors; and Mr. HUANG Shenglan, Mr. CHAN Ming Fai and Mr. CUI Shuming as Independent Non-executive Directors.

** For identification purposes only*