

19 May 2015

**Launch of Cambodian National Sports Lottery Business**

China LotSynergy Holdings Limited (the “Company”) is pleased to announce that on 19<sup>th</sup> May 2015, National Sports Lottery Company Limited, which was established by Khmer First Investment Holding Group, officially launched operations under strong support from the Cambodian government and the National Olympic Committee of Cambodia. In collaboration with National Sports Lottery Company Limited, Ace Metro Limited (“Ace Metro”), a wholly owned subsidiary of the Company, has successfully launched Cambodia National Sports Lottery’s hotline transaction system, betting terminals and lottery games, marking a milestone in the development of the Company’s international lottery business.

The 32<sup>nd</sup> Southeast Asian Games will be held in Cambodia in 2023, which is of great significance to the improvement of the nation’s image and status. To this end, in 2014, the National Olympic Committee of Cambodia formally authorized National Sports Lottery Company Limited to operate and issue lotteries, to raise funds for Southeast Asian Games and to support the development of the nation’s sports and public welfare activities. National Sports Lottery Company Limited signed an exclusive 10-year cooperation agreement with Ace Metro, where the two parties

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agreed on comprehensive collaboration to develop Cambodia's national lottery business. Ace Metro will provide all lottery betting terminals and lottery hotline transaction and management application systems, and hold responsibilities for game development, new media lottery sales operation and management, customer service and point-of-sales training, and relevant technical support and maintenance tasks. The Company will receive revenue-sharing-based fees.

The National Sports Lottery hotline transaction system project is the only Sports Lottery project authorized by the National Olympic Committee of Cambodia. The construction of the system meets advanced international standards, supporting upwards of 10,000 sales terminals, online transactions of over 10 million player accounts, and simultaneous operation of hundreds of different game types. The lottery printing and terminal operation interfaces support operation in both Khmer and English, and provide a full range of services, including SMS, voice calls, handheld mobile terminals, mobile apps and internet lottery purchasing services. To date, this is Cambodia's largest, most technologically advanced and highest construction standard lottery transaction system. Ace Metro will successively roll out approximately 7,000 betting terminals across Cambodia, which will become the nation's largest lottery project

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by the scale of terminal installed base points-of-sale. To date, Ace Metro and National Sport Lottery Company Limited have jointly developed the lotto-type “40 pick 6” and digit-type “4D” games, which feature high payout ratios, interesting gameplay, and are highly adaptable to the market. In the future, according to market developments, the two parties will develop more games, such as single match and high frequency games, and utilize mobile and internet channels to further expand the lottery market.

Company management believes that, as a major participant in the China lottery industry, the Company has earned the full trust of the National Olympic Committee of Cambodia and National Sports Lottery Company Limited. The launch of this extensive collaboration is another indication of the outstanding performance of the Company’s comprehensive strengths in the international lottery market. The Company will use its actions to build a responsible and enterprising Chinese corporate identity, and join hands with National Sports Lottery Company Limited to contribute to Cambodia’s national sports and public welfare activities.