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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)

## **WON A BID FOR HENAN SPORTS LOTTERY'S TELEPHONE LOTTERY SALES MANAGEMENT SYSTEM SOFTWARE DEVELOPMENT SERVICES PROJECT**

The Board is pleased to announce that Huacai Yingtong, a subsidiary of the Company, has won a bid for Henan Sports Lottery Administration Centre's "Telephone Lottery Sales Management System Software Development Services Project".

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 (北京華彩贏通科技有限公司, "Huacai Yingtong"), a subsidiary of the Company, has won a bid for Henan Sports Lottery Administration Centre's "Telephone Lottery Sales Management System Software Development Services Project". The Group will provide system project planning, software design and development and system testing services to Henan Sports Lottery. The Group will offer a range of comprehensive services, including connecting the system with that of the National Sports Lottery Administration Centre, which is under the General Administration of Sport, along with mobile client-ends of lottery distributors, lottery games of game providers, and designated financial institutions and telecom operators, coordinating with the completion of third party testing, as well as software updates and maintenance.

Huacai Yingtong is primarily engaged in the new media lottery area, with professional system platform development capabilities, outstanding lottery game research and development abilities and extensive experience in sales operation. Additionally, the company has constructed and developed telephone sales lottery management platforms for several provincial lottery authorities, and has a thorough understanding of the needs, regulations and technical systems of the National as well as provincial lottery centres. Likewise, the company also has extensive telephone lottery system development and operating experience through its collaboration with all three telecom operators and numerous financial institutions, with comprehensive capabilities in the implementation of new media lottery research, development and marketing.

This project is one of the important lottery system development projects since the announcement of new industry regulations, and will drive the rapid growth of the Company in the new media lottery area. Under the guidance of China's "internet plus" strategy, we will strive to capture opportunities created by the transformation of the lottery sector, actively expand our presence in the new media lottery market and pursue innovative developments.

Henan province is an economically significant province in China, and continued to rank fifth place nationwide in terms of total domestic GDP in 2014, as well as first place in Southwestern China. This leading economic position has driven the rapid growth of Henan's lottery market. In 2014, Sports Lottery sales in Henan province grew by 34% year-on-year, exceeding RMB 8 billion for the first time to reach RMB 8.26 billion, maintaining a solid top 8 nationwide rank. Henan province is also China's most populous province, with a population of over 100 million and over 80 million mobile phone users. Given the large lottery market size and mobile phone user base, the development of new media lottery in Henan province faces excellent growth prospects.

By order of the Board  
**China LotSynergy Holdings Limited**  
**LAU Ting**  
*Chairperson of the Board*

Hong Kong, 2 April 2015

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

*\* For identification purposes only*