

3 December 2013

Cooperation with SPD Bank on Telephone Lottery Business

China LotSynergy Holdings Limited (The “Company”) is pleased to announce that, Beijing Huacai Ying tong Technology Company Limited (“Huacai Yingtong”), a subsidiary of the Company, has cooperated with Shanghai Pudong Development Bank Co., Ltd. (“SPD Bank”) to launch telephone lottery sales business. Huacai Yingtong has developed a telephone lottery purchase platform for the bank to offer a full suite of lottery services including betting, lottery-related information and historical charts and data to the bank’s mobile banking users. The service has been successfully launched on SPD Bank’s mobile banking application.

Many functions are available to the bank’s mobile banking users on the mobile application “浦发手机银行” including betting and outcome enquiries on various popular lottery games such as Dual-Color Balls, Super Lotto and SMG (Single Match Games) Soccer.

SPD Bank has expanded at a fast pace since it was established in 1992. It was among the top 200 enterprises in Forbes’ Global 2000 Leading Companies, and was ranked 11th largest Chinese enterprise and 7th largest Chinese bank, with total assets of RMB 3,145.7 billion by end of 2012. In the last two years, SPD Bank has actively promoted its mobile banking business taking advantage of various electronic channels. As at the end of October 2013, the number of its mobile banking customers had reached approximately 2.7 million from approximately 1.2 million at the beginning of the year. Meanwhile, its number of mobile banking transactions and total amount

3 December 2013

increased by 260% YoY and 1,100% YoY respectively.

So far, Huacai Yingtong has established cooperation with a number of financial institutions including Bank of Communications, China UnionPay, China Merchants Bank, Bank of China, and SPD Bank, and entered into cooperation agreement with China Minsheng Bank. In addition, Huacai Yingtong seeks to establish close ties with local financial institutions such as Bank of Chengdu. The cooperation with financial institutions has helped to address a major bottleneck in telephone lottery – the payment issue. A bundled bank account provides greater convenience, security and experience for players in purchasing lottery and claiming their prize money.

The extended cooperation with financial institutions has allowed Huacai Yingtong to expand its presence in the country's telephone lottery market. The Company believes its good strategic planning and the Group's capability in providing a comprehensive service to its customers will continue to position the Group well in capturing opportunities in the new media lottery segment of the business.