

CLS Group collaborates with China BOCOM's "e Mobile BOCOM" to develop a new channel for mobile lottery

On 20 April 2010, the CLS Group entered into an agreement with Bank of Communications ("BOCOM"), demonstrating its vision and integrated strength in the development of mobile lottery channel. The Group will develop mobile lottery business utilizing the "e Mobile BOCOM", the mobile phone banking arm of BOCOM, to provide lottery players with mobile lottery experience via the "e Mobile BOCOM" client end and WAP platform.

Currently, several financial institutions including the four state-owned banks in China have had their own mobile phone banking business. One salient feature of BOCOM's "e Mobile BOCOM" is its ability to support both WAP and client end access. The former is similar to what is offered by other banks, while the latter is having the "mobile phone banking" embedded in the mobile phone using a mobile phone software and displayed in the form of an application icon on the mobile phone handset, which can be launched by simply touching the icon. The latter provides enhanced encryption while offering more features on the mobile phone banking platform. According to industry sources, when the 3G phone is launched, with greater mobile phone capacity and speed, more diverse businesses are expected to be available on mobile phone banking, of which mobile lottery will become a very popular one.

As remarked by the management of CLS, for mobile lottery to become successful, it is important that the credibility and security of the business are recognized efficiently. The cooperation with BOCOM's "e Mobile BOCOM" for mobile lottery products of CLS is just an example of innovation in channel creation taking into account the above factor. Through this cooperation, lottery players will feel more comfortable with mobile lottery products as all information including lottery purchasing

information and customers' personal information are given the same level of security and protection as financial information. It follows that the mobile lottery business of CLS will receive more recognition and maintain its momentum.