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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)

ESTABLISHED COOPERATION TO PROVIDE LOTTERY SERVICES FOR ICBC'S E-COMMERCE PLATFORM

The Board is pleased to announce that the Group has become a lottery service provider for ICBC's e-commerce platform, with responsibilities to provide the bank's e-commerce customers with lottery purchasing, inquiry and other lottery related 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 (北京華彩贏通科技有限公司) ("Huacai Yingtong"), a subsidiary of the company, has commenced cooperation with Industrial and Commercial Bank of China Limited ("ICBC") to become a lottery services provider for the bank's e-commerce platform. Huacai Yingtong will provide ICBC customers with lottery purchasing, inquiry and other lottery related services through ICBC's "融e購" e-commerce platform.

ICBC introduced its multifunctional "融e購" e-commerce platform in 2014, which encompasses product information, purchasing and payment services. At present, ICBC has a client base of over 390 million e-banking customers, of which over 160 million are personal e-banking customers.

To date, Huacai Yingtong has cooperated with many other financial institutions on lottery related business, including Bank of Communications, China UnionPay, China Merchant's Bank, Bank of China, Shanghai Pudong Development Bank and Bank of Chengdu. The cooperation with ICBC marks the culmination of the Group's longstanding strategic focus on financial institutions and increased recognition from its partners, the market and its customers, representing another milestone in its efforts to enhance further cooperation with financial institutions.

This announcement is made by the Company pursuant to Part XIVA of the Securities and Futures Ordinance and rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

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

Hong Kong, 31 March 2014

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*