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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)

PROVISION OF OPERATIONS SUPPORT FOR MOBILE PAYMENT-BASED LOTTERY PLATFORM OF CHINA MOBILE

The Board is pleased to announce that the Group has extended its cooperation with China Mobile E-commerce to provide operations support with responsibilities for the system construction, software development, sales strategy and marketing for the mobile payment-based lottery platform of China Mobile. The Group will provide lottery betting services and information via the Internet, mobile application, WAP and SMS, etc, to mobile payment users of the telecom operator nationwide.

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, entered into a cooperation agreement with 中移電子商務有限公司 (“China Mobile E-commerce”), a subsidiary of China Mobile Communications Corporation (“China Mobile”) where Huacai Yingtong will provide operations support with responsibilities for the system construction, software development, sales strategy and marketing for the mobile payment-based lottery platform of China Mobile. This will allow the Group to provide lottery betting services and information via the Internet, mobile application, WAP and SMS, etc, to mobile payment users of the telecom operator nationwide.

This extended cooperation was reached on the basis of good progress and mutual trust achieved between the parties since 2011 when they first joined hands.

China Mobile E-commerce is a subsidiary of China Mobile formed to be engaged in mobile e-commerce and mobile payment business and the telecom operator's only entity charged with responsibilities for the platform construction, product development and business operation for its mobile payment and mobile wallet business. By the end of 2013, the number of registered mobile payment users of China Mobile E-commerce has reached more than 100 million, including approximately 31 million active users. These users have contributed monthly transaction amount exceeding RMB10 billion or annual transaction amount of RMB130 billion.

Prior to this, Huacai Yingtong had become the only company in the lottery industry with extended cooperation with all three telecom operators in China. This cooperation represents recognition given to Huacai Yingtong’s focus and efforts over the years in promoting its new media lottery business through alliance with telecom operators. The Group has developed highly reliable and recognized technical and execution capabilities required for telecom operations, and established differentiated channel strategy, representing a major breakthrough and milestone for the Group in the cooperation with telecom operators.

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, 13 January 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*