

17 December 2014

**Successfully secured bid to supply Sports Lottery terminals to  
Shanxi Province**

China LotSynergy Holdings Limited is pleased to announce that Guangzhou Lottnal Terminal Company Limited (“Lottnal”), a subsidiary of the Company, has secured its first bid to supply Sports Lottery terminals to Shanxi Province on 1<sup>st</sup> December 2014. So far this year, the Group has expanded its Sports Lottery terminal business to cover nine provinces and regions across China, including Gansu, Guizhou, Zhejiang, Anhui, Guangxi, Heilongjiang, Inner Mongolia Autonomous Region, Qinghai and Shanxi.

In recent years, Shanxi Sports Lottery has achieved yearly sales growth through the construction of management, distribution and promotion channels. In 2013, Sports Lottery sales in Shanxi Province exceeded the RMB 1.5 billion mark and grew by 54% year-on-year, ranking sixth nationwide by sales growth. From January to October 2014, Sports Lottery sales in Shanxi Province have already exceeded that of the whole of last year. In addition to focusing on sales growth, Shanxi Sports Lottery has also actively promoted public welfare activities, thus expanding the social influence of Sports Lottery and ensuring the

sustainability of its development in Shanxi.

As a newly qualified provider of Sports Lottery terminals, the Group has gained the recognition of the lottery market for its high quality products and services. In just over a year's time, the Group has already secured orders from nine provinces and has become a top three player in the Sports Lottery terminal market. Aside from improving product and service offerings in the existing nine provinces, the Group will continue to develop untapped markets to fulfill its strategy of nationwide expansion. Online-to-Offline commerce ("O2O"), which refers to the integration of online and offline business, is the next major trend of the lottery industry. The Group firmly believes that expansion of terminal markets will pave the way for lottery O2O, and encourage the revitalization of traditional lottery channels.