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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)

## **TELEPHONE SALES OF WELFARE LOTTERY LAUNCHED IN SHANGHAI**

The Board is pleased to announce that the Group has developed and operated a telephone lottery sales system platform for Shanghai Welfare Lottery Issuance Centre to launch telephone sales of Welfare Lottery products in Shanghai.

The board of Directors (the “Board”) of China LotSynergy Holdings Limited (the “Company”, together with its subsidiaries, the “Group”) is pleased to announce that the Group has developed and operated a telephone lottery sales system platform for Shanghai Welfare Lottery Issuance Centre (“Shanghai Welfare Lottery Centre”) to launch telephone sales of Welfare Lottery products in Shanghai. The Group will receive fee on a fixed-percentage revenue-sharing basis.

Shanghai Welfare Lottery Centre is the third Welfare Lottery sales authority after Beijing Municipal Welfare Lottery Administration Centre and Liaoning Provincial Lottery Administration Centre approved by the Ministry of Finance to launch telephone sales of lottery. The Group has thereafter become the official business partner of Shanghai Welfare Lottery Centre. The telephone lottery sales system platform developed and operated by the Group provides telephone sales service for a variety of Lotto and high frequency lottery games for lottery players in Shanghai. The service has been successfully launched and generated sales.

Total lottery sales in Shanghai in the first ten months show a year-on-year growth of 24.9% compared to the same period of last year, which is significantly higher than the average growth rate of 19.2% nationwide. In addition, the per capita annual lottery purchase amount in Shanghai has continued to rise in the last few years to reach RMB271 in 2012, which is significantly higher than the nationwide average, claiming a top three position in the country.

As one of the four municipalities in China, Shanghai’s GDP leads all cities in China, and claims top three in all Asian cities. On 22nd of August 2013, Shanghai caught the world’s attention after it was approved by the State Council to become the very first pilot Free-Trade Zone in China. The Group believes the establishment of the pilot Free-Trade Zone will undoubtedly accelerate urban development in Shanghai and help the municipality become the economic hub of the Asia-Pacific Region.

While cooperating closely with lottery authorities, the Group is committed to establishing partnership with user channels and payment channels for telephone lottery sales. The Group is the first specialized lottery company to enter into cooperation on lottery business with all three telecom operators including China Mobile, China Unicom and China Telecom at the national level, and with major financial institutions such as China Merchants Bank, Bank of Communications, Bank of China, Shanghai Pudong Development Bank and China UnionPay.

Management believes the cooperation between Shanghai Welfare Lottery Centre and the Group will achieve a win-win outcome for the parties.

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, 14 November 2013

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*