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China Digital Licensing (Group) Limited
中國數碼版權(集團)有限公司

(proposed to be renamed as China Digital Culture (Group) Limited 中國數碼文化(集團)有限公司)
(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)

(Stock Code: 8175)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 17.10 of the GEM Listing Rules and the inside information provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a notable increase in net profit for the six months ended 30 June 2013 as compared to the net profit for the same period in 2012. This positive profit alert announcement is only based on the preliminary review on the unaudited consolidated management accounts of the Group for the six months ended 30 June 2013. The actual unaudited interim results of the Group for the six months ended 30 June 2013 have not yet been finalized and is expected to be announced on or before mid of August 2013.

Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.

This announcement is made by China Digital Licensing (Group) Limited (the “**Company**”) pursuant to Rule 17.10 of the Rule (the “**GEM Listing Rules**”) Governing The Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the “**GEM**”) and the inside information provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company and potential investors that, based on information currently available, the interim results of the Company and its subsidiaries (the “**Group**”) for the six months ended 30 June 2013 is expected to record a notable increase in net profit as compared to the net profit for the six months ended 30 June 2012 of approximately HK\$4,018,000. The Board believes that such possible increase in profit was mainly attributable to the growth of existing e-licensing business and the additional revenue and profit contribution from the new acquisitions completed during the period.

The information contained in this announcement is only based on the preliminary assessment by the management of the Company in accordance with the unaudited consolidated management accounts of the Group for the six months ended 30 June 2013 and other information currently available and is subject to possible adjustments following further internal review, and is not based on any figures or information which has been audited or reviewed by the Company’s auditors or audit committee.

The Company is in the process of finalizing the unaudited interim results of the Group for the six months ended 30 June 2013. Details of the Group’s financial information and performance will be disclosed in the Group’s unaudited interim results announcement and the interim report for the six months ended 30 June 2013 which is expected to be published on or before mid of August 2013.

Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.

By order of the Board of
China Digital Licensing (Group) Limited
Mr. Hsu Tung Sheng
Chairman

Hong Kong, 5 July 2013

As at the date of this announcement, the executive Directors are Mr. Hsu Tung Sheng, Mr. Hsu Tung Chi and Mr. Pang Hong Tao. The independent non-executive Directors are Mr. Wong Tak Shing, Mr. Lee Kun Hung and Mr. Kwok Chi Sun, Vincent.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief: (i) the information contained in this announcement is accurate and complete in all material respects and not misleading; (ii) there are no other matters the omission of which would make any statement in this announcement misleading; and (iii) all opinions expressed in this announcement have been arrived at after due and careful consideration and are founded on bases and assumptions that are fair and reasonable.

This announcement will remain on GEM website on the “Latest Company announcements” page for at least 7 days from the date of its posting and on the website of the Company at www.chinadigitallic.com.