

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



品牌中国
BRANDING CHINA

BRANDING CHINA GROUP LIMITED

品牌中國集團有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 8219)

**SIGNING OF STRATEGIC COOPERATION AGREEMENT BETWEEN
BRANDING CHINA GROUP LIMITED AND SCHOOL OF FILM AND
TV ARTS & TECHNOLOGY, SHANGHAI UNIVERSITY**

On 3 December 2013, Branding China Group Limited (the “Company”) entered into a strategic cooperation agreement with School of Film and TV Arts & Technology, Shanghai University (上海大學影視藝術技術學院).

Upon friendly negotiations, the Company and School of Film and TV Arts & Technology, Shanghai University have reached a consensus, on a mutual benefit basis, to establish a long-term and stable strategic partnership in respect of founding a new media and fans research center (新媒體與粉絲研究中心) and developing a new media and fans information platform (新媒體與粉絲資訊平台).

According to the cooperation agreement, the Company and School of Film and TV Arts & Technology, Shanghai University will form a partnership with a term of up to 10 years. During the cooperation period, the Company will develop new media information projects with the support of School of Film and TV Arts & Technology, Shanghai University. The parties will have thorough and continuing cooperation and communication in respect of new media and fans academic research (新媒體與粉絲學科研究) and information development, so as to establish an expert research and information development team. The parties will jointly establish a research and development platform in relation to new media and fans research resources with a view to developing a systematic methodology for the purposes of accessing, tracking and analysing useful data on the subject. In addition, the parties will share intellectual properties in connection with academic research and information projects jointly developed by them in the area of new media and fans research. As an organizer, the Company will hold international academic conferences and annual academic seminars domestically and also launch an academic journal with School of Film and TV Arts & Technology, Shanghai University.

Through the research and development efforts of the University, the Company will utilise the new media and fans research platform for the purpose of its future business development, thus facilitating the Company's efforts to improve its specialized and professional services and enhance its influence.

To the knowledge of the directors of the Company (the "Directors"), School of Film and TV Arts & Technology, Shanghai University was established in 1995 and is the oldest professional school on film and television art set up in an integrated university in China. The school presently comprises the departments of journalism, film and television arts, visual engineering, advertising, television production and a visual studio, with over 110 full-time teachers, of which 23 are professors (researchers) and 15 are tutors for doctorate candidates. The first dean of the school is Mr. Xie Jin (謝晉), a renowned director in the PRC.

By Order of the Board
Branding China Group Limited
Fang Bin
Chairman

China, 3 December 2013

As at the date of this announcement, the executive Directors are Mr. Fang Bin, Ms. He Weiqi and Mr. Song Yijun; the non-executive Director is Mr. Fan Youyuan; and the independent non-executive Directors are Mr. Zhou Ruijin, Mr. Lin Zhiming and Ms. Hsu Wai Man, Helen.

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 the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the "Latest Company Announcements" page of the Stock Exchange website at www.hkexnews.hk for 7 days from the date of its posting. This announcement will also be posted on the Company's website at www.brandingchinagroup.com.