Please use this form if you want the Public Offer Shares to be issued in the name of HKSCC Nominees Limited ("HKSCC Nominees") and deposited directly into the Central Clearing and Settlement System ("CCASS") for credit to your CCASS Investor Participant stock account or the stock account of your designated CCASS Participant 如 閣下欲以香港中央結算(代理人)有限公司(「香港結算代理人」)的名義登記將獲發行的公開發售股份,並直接存入中央結算及交收系統(「中央結算系統」),以記存於 閣下的中央結算系統投資者戶口持有人股份戶口或 閣下指定的中央結算系統參與者股份戶口,請使用本表格

Staple your payment here 請將股款 緊釘在此 This Application Form uses the same terms as defined in the prospectus of AV Promotions Holdings Limited (the "Company") dated 8 December 2017 (the "Prospectus"). 本申請表格使用 AV 策劃推廣 (控股) 有限公司 (「本公司」) 於一零 一七年十二月八月刊發的招股音程 (「招股音程」) 所思完的相同詞語。

二零一七年十二月八日刊發的招股章程(「**招股章程**」)所界定的相同詞語。
Neither this Application Form nor the Prospectus constitutes an offer to sell or the solicitation of an offer to buy any Public Offer Shares in any jurisdiction other than Hong Kong. The Public Offer Shares may not be offered or sold in the United States without registration or an exemption from registration under the U.S. Securities Act. 本申請表格及招股章程概不構成在香港以外任何司法管轄區要約出售或游說要約購買任何公開發售股份。若無根據美國證券法登記或豁免登記,公開發售股份不得在美國提呈發售或出售。

This Application Form and the Prospectus may not be forwarded or distributed or reproduced (in whole or in part) in any manner whatsoever in any jurisdiction where such forwarding, distribution or reproduction is not permitted under the law of that jurisdiction. 在任何根據當地法例不得發送、派發或複製本申請表格及招股章程的司法管轄區內概不得發送或派發或複製(不論方式,也不論全部或部分)本申請表格及招股章程。

Copies of the Prospectus, all related Application Forms and the other documents specified in "Documents Delivered to the Registrar of Companies in Hong Kong and Available for Inspection" in Appendix V to the Prospectus have been registered by the Registrar of Companies in Hong Kong as required by section 342C of the Companies (Winding Up and Miscellaneous Provisions) Ordinance (Chapter 32 of the Laws of Hong Kong). Hong Kong Exchanges and Clearing Limited, The Stock Exchange of Hong Kong Limited (the "Stock Exchange"), Hong Kong Securities Clearing Company Limited ("HKSCC"), the Securities and Futures Commission of Hong Kong (the "SFC") and the Registrar of Companies in Hong Kong take no responsibility for the contents of these documents. 招股章程、所有相關申請表格及招股章程附錄五「送呈香港公司註冊處處長及備查文件」一節所述其他文件已按香港法例第32章《公司(清盤及雜項條文)條例》第342C條規定送呈香港公司註冊處處長登記。香港交易及結算所有限公司、香港聯合交易所有限公司(「聯交所」)、香港中央結算有限公司(「香港結算」)、香港資券及期貨事務監察委員會(「證監會」)及香港公司註冊處處長對此等文件的內容概不負責。

AV PROMOTIONS HOLDINGS LIMITED

AV 策劃推廣(控股)有限公司

(Incorporated in the Cayman Islands with limited liability) (於開曼群島註冊成立的有限公司)

> Stock code : 8419 股份代號 : 8419

Maximum Offer Price

HK\$0.60 per Offer Share plus brokerage of 1%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005% (payable in full on application in Hong Kong dollars and subject to refund)

取向贺告俱

每股發售股份0.60港元,另加1%經紀佣金、 0.0027%證監會交易徵費及0.005%聯交所交易 費(須於申請時以港元繳足,多繳股款可予退 還)

You should read this Application Form in conjunction with the Prospectus, which contains further information on the application procedures. 招股章程尚有關於申請程序的其他資料,本申請表格應與招股章程一併閱讀。

Application Form 申請表格

To: AV Promotions Holdings Limited

Sole Sponsor Joint Bookrunners Joint Lead Managers The Public Offer Underwriters

Applicants' declaration

I/We agree to the terms and conditions and application procedures in this Application Form and the Prospectus. Please refer to the "C. Effect of completing and submitting this Application Form" section of this Application Form.

Warning: Only one application may be made for the benefit of any person. Please refer to the last four bullets of "C. Effect of completing and submitting this Application Form" section.

致: AV 策劃推廣(控股)有限公司

獨家保薦人 聯席賬簿管理人 聯席牽頭經辦人 公開發售包銷商

申請人聲明

本人/吾等同意本申請表格及招股章程的條款及條件以及申請程序。請參閱本申請表格「丙.填交本申請表格的效用」一節。

警告:任何人士只限作出一次為其利益而進行的認 <u>購申請。</u>請參閱「丙.填交本申請表格的效用」一節最 後四點。 Please use this form if you want the Public Offer Shares to be issued in the name of HKSCC Nominees Limited ("HKSCC Nominees") and deposited directly into the Central Clearing and Settlement System ("CCASS") for credit to your CCASS Investor Participant stock account or the stock account of your designated CCASS Participant 如 閣下欲以香港中央結算(代理人)有限公司(「香港結算代理人」)的名義登記將獲發行的公開發售股份,並直接存入中央結算及交收系統(「中央結算系統」),以記存於 閣下的中央結算系統投資者戶口持有人股份戶口或 閣下指定的中央結算系統參與者股份戶口,請使用本表格

Signed by (all) applicant(s) (all joint applicants must sign):	For Broker use 此欄供經紀填寫 Lodged by 遞交申請的經紀					
由(所有)申請人簽署(所有聯名申請人必須簽署):	Broker	No. 經紀號	碼	Broker'	's Chop 經紀』	印章
Date: 日期: / / / / / / / / / / / / / / / / / / /						
Number of Public Offer Shares applied for (not more than 10,000,000 Shares) 申請公開發售股份數目(不超過10,000,000 股股份)	Cheque/bank 支票/銀行 ²	本票號碼				
Total amount 總額				Banker's cashi ection) 兑現支導		
HK\$ 港元	稱(見「申請			tuon) 76% X s	亦/ 蚁门个亦	:HYWKIJ T
Name in English 英文姓名/名稱						
Family name or company name 姓氏或公司名稱	Forename(s) 名	字				
Name in Chinese 中文姓名/名稱				1		
Family name or company name 姓氏或公司名稱	Forename(s) 名	浮				
Occupation in English 職業(以英文填寫)	Hong Kong I Registration I 照號碼/香港	No.* (Please	e delete a	s appropriate	e) 香港身份證	
Names of all other joint applicants in English (if any) 所有其他聯名申請人的英文姓名/名稱(如有)	Hong Kong Registration appropriate) 港商業登記號	No. of all 所有其他国	other jo 聯名申請。	oint applican 人的香港身份	its* (Please	delete a
(2)	(1)					
(3)	(2)					
Hong Kong address in English and telephone no. (joint applicants should	(3)	and the tel	anhana ni	imbar of first	-namad annl	icant only
香港地址(以英文填寫)及電話號碼(聯名申請人只須填寫排名首位申請人	的地址及電話號	克碼)	срионе не	imber of mise	-пашей арри	
	Telephone N	Io. 電話號	碼			
For Nominees: You will be treated as applying for your own benefit if you do not complete this section. Please provide an account number or identification code for each (joint) beneficial owner. 由代名人遞	-	必須填妥此欄 Participant I.	D. of the C	LY COMPLETE	Participant or	designated
交: 閣下若不填寫本節,是項認購申請將視作為 閣下本身利益提出。請填寫每名(聯名)實益擁有人的賬戶號碼或識別編碼。		CCASS Partic 算系統參與者	cipant 中央 的參與者編	結算系統投資者戶 號 ————	与口持有人或指》 ————————————————————————————————————	定的中央結
ADDRESS LABEL 地址標貼 (Your name(s) and address in Hong Kong in BLOCK letters 請用英文正楷填寫 閣下姓名/名稱及香港地址)		Participant, pl	lease also af 中央結算系	Participant or C fix the company 統參與者或中央網 新的公司印鑑	chop bearing it	ts company
For Internal use 此欄供內部使用						
		(See paragraph (請參問「由語:		ion "How to make ② 段)	e your application	1")

Please use this form if you want the Public Offer Shares to be issued in the name of HKSCC Nominees Limited ("HKSCC Nominees") and deposited directly into the Central Clearing and Settlement System ("CCASS") for credit to your CCASS Investor Participant stock account or the stock account of your designated CCASS Participant 如 閣下欲以香港中央結算(代理人)有限公司(「香港結算代理人」)的名義登記將獲發行的公開發售股份,並直接存入中央結算及交收系統(「中央結算系統」),以記存於 閣下的中央結算系統投資者戶口持有人股份戶口或 閣下指定的中央結算系統參與者股份戶口,請使用本表格

- * (1) If you are a CCASS Investor Participant, only a Hong Kong Identity Card number (if you are an individual) or a Hong Kong Business Registration number (if you are a body corporate) will be accepted for this application, please see paragraph 2 under the section "How to make your application".
 如 閣下為中央結算系統投資者戶口持有人,是項申請僅接納香港身份證號碼(如屬個別人士)或香港商業登記號碼(如屬法人團體),請參閱「申請手續」一節第2段。
 - (2) If you are applying through a designated CCASS Participant (other than a CCASS Investor Participant): For an individual, you must provide your Hong Kong Identity Card number or passport number. If you hold a Hong Kong Identity Card, please provide your passport number. For a body corporate, please provide your Hong Kong Business Registration number. 如 閣下透過中央結算系統投資者戶口持有人以外的指定中央結算系統參與者提出申請:如屬個別人士,必須填寫 閣下的香港身份證號碼或護照號碼 (持有香港身份證者請填寫香港身份證號碼,否則請填寫護照號碼);如屬法人團體,請填寫 閣下的香港商業登記號碼。
 - (3) Part of the Hong Kong Identity Card number/passport number of you or, for joint applicants, the first-named applicant may be printed on your refund cheque (if any). Such data will be used for checking the validity of Application Form and such data would also be transferred to a third party for such purpose and refund purpose. Your banker may require verification of your Hong Kong Identity Card number/passport number before you can cash your refund cheque. 退款支票(如有)上或會印有 閣下或(如屬聯名申請人)排名首位申請人的香港身份證號碼/護照號碼的一部分。有關資料將用於核實申請表格是否有效,亦會轉交第三方作資料核實和退款。銀行兑現退
 - (4) If an application is made by an unlisted company and:
 - the principal business of that company is dealing in securities; and

款支票前或會要求查證 閣下的香港身份證號碼/護照號碼。

- you exercise statutory control over that company, then the application will be treated as being made for your benefit. 倘若申請由一家非上市公司提出,而:
- 該公司主要從事證券買賣業務;及
- 閣下對該公司可行使法定控制權, 是項申請將視作為 閣下的利益提出。
- (5) All joint applicants must give (if they are individuals) their Hong Kong Identity Card numbers or, where applicable, passport numbers, or (if they are bodies corporate) their Hong Kong Business Registration numbers. 所有聯名申請人必須提供(如屬個別人士) 其香港身份證號碼或(如適用)護照號碼,或(如屬法人團體) 其香港商業登記號碼。



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How to make your application

1. Use the table below to calculate how much you must pay. Your application must be for a minimum of 5,000 Public Offer Shares and in one of the numbers set out in the table, or your application will be rejected.

No. of Public Offer Shares applied for	Amount payable on application HK\$	No. of Public Offer Shares applied for	Amount payable on application HK\$	No. of Public Offer Shares applied for	Amount payable on application HK\$
5,000	3,030.23	80,000	48,483.70	2,000,000	1,212,092.40
10,000	6,060.46	90,000	54,544.16	3,000,000	1,818,138.60
15,000	9,090.69	100,000	60,604.62	4,000,000	2,424,184.80
20,000	12,120.92	200,000	121,209.24	5,000,000	3,030,231.00
25,000	15,151.16	300,000	181,813.86	6,000,000	3,636,277.20
30,000	18,181.39	400,000	242,418.48	7,000,000	4,242,323.40
35,000	21,211.62	500,000	303,023.10	8,000,000	4,848,369.60
40,000	24,241.85	600,000	363,627.72	9,000,000	5,454,415.80
45,000	27,272.08	700,000	424,232.34	10,000,000*	6,060,462.00
50,000	30,302.31	800,000	484,836.96		
60,000	36,362.77	900,000	545,441.58	* Maximum number o	f Public Offer Shar
70,000	42,423.23	1,000,000	606,046.20	you may apply for.	

- 2. You, as the applicant(s), must complete the form in English as indicated below and sign on the second page of the Application Form. Only written signatures will be accepted (and not by way of personal chop).
 - If you are applying through a designated CCASS Participant (other than a CCASS Investor Participant):
 - the designated CCASS Participant must endorse the form with its company chop (bearing its company name) and insert its participant I.D. in the appropriate box.

If you are applying as an individual CCASS Investor Participant:

- the form must contain your NAME and Hong Kong Identity Card number;
- your participant I.D. must be inserted in the appropriate box.

If you are applying as a joint individual CCASS Investor Participant:

- the form must contain all joint investor participants' NAMES and the Hong Kong Identity Card number of all joint investor participants;
- your participant I.D. must be inserted in the appropriate box.

If you are applying as a corporate CCASS Investor Participant:

- the form must contain your company NAME and Hong Kong Business Registration number;
- your participant I.D. and your company chop (bearing your company name) must be inserted in the appropriate box.

Incorrect or omission of details of the CCASS Participant including participant I.D. and/or company chop bearing its company name or other similar matters may render your application invalid.

3. Staple your cheque or banker's cashier order to the form. Each application for the Public Offer Shares must be accompanied by either one separate cheque or one separate banker's cashier order. Your application will be rejected if your cheque or banker's cashier order does not meet all the following requirements:

The cheque must:

Banker's cashier order must:

- be in Hong Kong dollars;
- not be post-dated;
- be made payable to "ICBC (ASIA) NOMINEE LIMITED AV PROMOTIONS PUBLIC OFFER";
- be crossed "Account Payee Only";
- be drawn on your Hong Kong dollar bank account in Hong Kong; and
- show your account name, which must either be pre-printed on the cheque, or be endorsed on the back by a person authorised by the bank. This account name must correspond with your name. If it is a joint application, the account name must be the same as the first-named applicant's name.
- be issued by a licensed bank in Hong Kong, and have your name certified on the back by a person authorised by the bank. The name on the banker's cashier order must correspond with your name. If it is a joint application, the name on the back of the banker's cashier order must be the same as the first-named applicant's name.
- 4. Tear off the Application Form, fold it once and lodge your completed Application Form (with cheque or banker's cashier order attached) to one of the collection boxes at any of the following branches of the receiving bank:

Industrial and Commercial Bank of China (Asia) Limited

District	Branch Name	Address
Hong Kong Island	Admiralty Branch	Shop 1013-1014, 1/F, United Centre,
		95 Queensway, Admiralty, Hong Kong
Kowloon	Tsimshatsui East Branch	Shop B, G/F, Railway Plaza, 39 Chatham Road South, Tsimshatsui, Kowloon
New Territories	Tsuen Wan Castle Peak Road Branch	G/F, 423-427 Castle Peak Road Tsuen Wan, New Territories

5. Your Application Form can be lodged at these times:

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Friday, 8 December 2017 — 9:00 a.m. to 5:00 p.m.

Saturday, 9 December 2017 — 9:00 a.m. to 1:00 p.m.

Monday, 11 December 2017 — 9:00 a.m. to 5:00 p.m.

Tuesday, 12 December 2017 — 9:00 a.m. to 5:00 p.m.

Wednesday, 13 December 2017 — 9:00 a.m. to 12:00 noon
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6. The latest time for lodging your application is 12:00 noon on Wednesday, 13 December 2017. The application lists will be open between 11:45 a.m. and 12:00 noon on that day, subject only to the weather conditions, as described in "7. Effect of Bad Weather on the Opening of the Application Lists" in the section headed "How to Apply for Public Offer Shares" in the Prospectus.

申請手續

1. 使用下表計算 閣下應付的款項。 閣下申請認購的股數須至少為5,000股公開發售股份,並為下表所列的 其中一個數目,否則恕不受理。

可供申請認購公開發售股份數目及應繳款項					
申請認購的 公開發售 股份數目	申請時 應繳款項 港元	申請認購的 公開發售 股份數目	申請時 應繳款項 港元	申請認購的 申請時 公開發售 應繳款項 股份數目 港元	
5,000	3,030.23	80,000	48,483.70	2,000,000 1,212,092.40	
10,000	6,060.46	90,000	54,544.16	3,000,000 1,818,138.60	
15,000	9,090.69	100,000	60,604.62	4,000,000 2,424,184.80	
20,000	12,120.92	200,000	121,209.24	5,000,000 3,030,231.00	
25,000	15,151.16	300,000	181,813.86	6,000,000 3,636,277.20	
30,000	18,181.39	400,000	242,418.48	7,000,000 4,242,323.40	
35,000	21,211.62	500,000	303,023.10	8,000,000 4,848,369.60	
40,000	24,241.85	600,000	363,627.72	9,000,000 5,454,415.80	
45,000	27,272.08	700,000	424,232.34	10,000,000* 6,060,462.00	
50,000	30,302.31	800,000	484,836.96	· · · · · · · · · · · · · · · · · · ·	
60,000	36,362.77	900,000	545,441.58	* 閣下可申請認購的公開發售股份最高數	
70,000	42,423.23	1,000,000	606,046.20	目。	

2. 閣下作為申請人,必須按照下列指示以英文填妥表格,並於申請表格第二頁簽署,只接納親筆簽名(不得以個人印章代替)。

如 閣下透過中央結算系統投資者戶口持有人以外的指定中央結算系統參與者提出申請:

• 該指定中央結算系統參與者必須於表格蓋上公司印鑑(附有公司名稱),並在適當方格內填寫參與者編號。

如 閣下以個人中央結算系統投資者戶口持有人名義提出申請:

- 表格須載有 閣下的姓名和香港身份證號碼;
- 須在適當方格內填寫 閣下的參與者編號。
- 如 閣下以聯名個人中央結算系統投資者戶口持有人名義提出申請:
- 表格須載有所有聯名投資者戶口持有人的姓名和香港身份證號碼;
- 須在適當方格內填寫 閣下的參與者編號。
- 如 閣下以公司中央結算系統投資者戶口持有人名義提出申請:
- 表格須載有 閣下的公司名稱和香港商業登記號碼;
- 【須在適當方格內填寫 閣下的參與者編號並蓋上公司印鑑(附有公司名稱)。

中央結算系統參與者的資料(包括參與者編號及/或顯示公司名稱之公司印鑑)或其他類似事項如有不確或遺漏,均可能導致申請無效。

3. 閣下須將支票或銀行本票釘於表格上。每份公開發售股份申請須附一張獨立開出支票或一張獨立開出銀 行本票。支票或銀行本票必須符合以下所有規定,否則 閣下的認購申請將不獲接納:

支票必須:

銀行本票必須:

- 為港元;
- 不得為期票;
- 註明抬頭人為「工銀亞洲代理人有限公司-AV 策劃推廣公開發售」;
- 劃線註明「只准入抬頭人賬戶」;
- 從 閣下在香港的港元銀行賬戶中開出;及
- 顯示 閣下的賬戶名稱,而該賬戶名稱必須已 預印在支票上,或由有關銀行授權的人士在支 票背書。賬戶名稱必須與 閣下姓名/名稱相 同。如屬聯名申請,賬戶名稱必須與排名首位 申請人的姓名/名稱相同。
- 須由香港持牌銀行開出,並由有關銀行授權的 人士在銀行本票背面簽署核證 閣下姓名/名 稱。銀行本票所示姓名/名稱須與 閣下姓 名/名稱相同。如屬聯名申請,銀行本票背面 所示姓名/名稱必須與排名首位申請人的姓 名/名稱相同。
- 4. 請撕下申請表格,對摺一次,然後將填妥的申請表格(連同支票或銀行本票)投入下列收款銀行任何一家 分行特設的收集箱:

中國工商銀行(亞洲)有限公司

地區 分行名稱

地址

香港島 金鐘分行

香港金鐘道95號統一中心1樓1013-1014號鋪

九龍 尖沙咀東分行

九龍尖沙咀漆咸道南39號鐵路大廈地下B鋪

新界 荃灣青山公路分行

新界青山公路荃灣段423-427號地下

5. 閣下可於下列時間遞交申請表格:

二零一七年十二月八日(星期五) — 上午九時正至下午五時正 二零一七年十二月九日(星期六) — 上午九時正至下午一時正 二零一七年十二月十一日(星期一) — 上午九時正至下午五時正 二零一七年十二月十二日(星期二) — 上午九時正至下午五時正

二零一七年十二月十三日(星期三) - 上午九時正至中午十二時正

6. 截止遞交申請的時間為二零一七年十二月十三日(星期三)中午十二時正。本公司將於當日上午十一時四十五分至中午十二時正期間登記認購申請,唯一會影響此時間的變化因素為當日的天氣情況(詳見招股章程「如何申請公開發售股份」一節內「7.惡劣天氣對開始辦理申請登記的影響」)。

AV PROMOTIONS HOLDINGS LIMITED

AV 策劃推廣(控股)有限公司

(Incorporated in the Cayman Islands with limited liability)

LISTING BY WAY OF SHARE OFFER ON THE GROWTH ENTERPRISE MARKET OF THE STOCK EXCHANGE OF HONG KONG LIMITED

Conditions of your application

A. Who can apply

- 1. You can apply for Public Offer Shares on a WHITE or YELLOW Application Form if you and the person(s) for whose benefit you are applying:
 - are 18 years of age or older;
 - have a Hong Kong address;
 - are outside the United States, and are not a United States Person (as defined in Regulation S under the U.S. Securities Act); and
 - are not a legal or natural person of the PRC.
- If you are a firm, the application must be in the individual members' names.
- 3. If you are a body corporate, the application form must be signed by a duly authorised officer, who must state his representative capacity, and stamped with your corporation's chop.
- 4. If an application is made by a person under a power of attorney, the Company, the Joint Bookrunners may accept it at their discretion and on any conditions they think fit, including evidence of the attorney's authority.
- The number of joint applicants may not exceed four for the Public Offer Shares.
 - Unless permitted by the GEM Listing Rules, you cannot apply for any Public Offer Shares if you are:
 - an existing beneficial owner of shares in the Company and/or any of the Company's subsidiaries;
 - a director or chief executive officer of the Company and/or any of the subsidiaries;
 - an associate (as defined in the GEM Listing Rules) of any of the above;
 - a connected person (as defined in the GEM Listing Rules) of the Company or will become a connected person of the Company immediately upon completion of the Share Offer; and
 - have been allocated or have applied for any Placing Shares or otherwise participate in the Placing.

B. If you are a nominee

You, as a nominee, may make more than one application for the Public Offer Shares by using a WHITE or YELLOW Application Form, and lodge more than one application in your own name on behalf of different beneficial owners.

C. Effect of completing and submitting this Application Form

By completing and submitting this Application Form, you (and if you are joint applicants, each of you jointly and severally) for yourself or as an agent or a nominee on behalf of each person for whom you act:

• undertake to execute all relevant documents and instruct and authorise the Company and/or the Joint Bookrunners (or their agents or nominees), as agents of the Company, to execute any documents for you and to do on your behalf all things necessary to register any Public Offer Shares allocated to you in your name or in the name of

HKSCC Nominees as required by the Articles of Association;

- agree to comply with the Companies Law, the Companies (Winding Up and Miscellaneous Provisions) Ordinance, the Companies Ordinance and the Memorandum and Articles of Association;
- **confirm** that you have read the terms and conditions and application procedures set out in the Prospectus and in this Application Form and agree to be bound by them;
- **confirm** that you have received and read the Prospectus and have only relied on the information and representations contained in the Prospectus in making your application and will not rely on any other information or representations except those in any supplement to the Prospectus;
- confirm that you are aware of the restrictions on the Share Offer in the Prospectus;
 - agree that none of the Company, the Sole Sponsor, the Joint Bookrunners, the Underwriters, their respective directors, officers, employees, partners, agents, advisers and any other parties involved in the Share Offer is or will be liable for any information and representations not in the Prospectus (and any supplement to it);
- undertake and confirm that you or the person(s) for whose benefit you have made the application have not applied for or taken up, or indicated an interest for, and will not apply for or take up, or indicate an interest for, any Offer Shares under the Placing nor participated in the Placing.
- agree to disclose to the Company, the Hong Kong Branch Share Registrar, receiving bank, the Sole Sponsor, the Joint Bookrunners, the Underwriters and/or their respective advisers and agents any personal data which they may require about you and the person(s) for whose benefit you have made the application;
- if the laws of any place outside Hong Kong apply to your application, agree and warrant that you have complied with all such laws and none of the Company, the Sole Sponsor, the Joint Bookrunners and the Underwriters nor any of their respective officers or advisers will breach any law outside Hong Kong as a result of the acceptance of your offer to purchase, or any action arising from your rights and obligations under the terms and conditions contained in the Prospectus and this Application Form;
- agree that once your application has been accepted, you may not rescind it because of an innocent misrepresentation;
- agree that your application will be governed by the laws of Hong Kong;
 - represent, warrant and undertake that (i) you understand that the Public Offer Shares have not been and will not be registered under the U.S. Securities Act; and (ii) you and any person for whose benefit you are applying for the Public Offer Shares are outside the United States (as defined in Regulation S) or are a person described in paragraph (h)(3) of Rule 902 of Regulation S;
- **warrant** that the information you have provided is true and accurate;
- **agree** to accept the Public Offer Shares applied for, or any lesser number allocated to you under the application;

- authorise the Company to place your name(s) or the name of the HKSCC Nominees, on the Company's register of members as the holder(s) of any Public Offer Shares allocated to you, and the Company and/or its agents to send any share certificate(s) and/or any refund cheque(s) to you or the first-named applicant for joint application by ordinary post at your own risk to the address stated on the application, unless you are eligible to collect the share certificate(s) and/or refund cheque(s) in person;
- declare and represent that this is the only application made and the only application intended by you to be made to benefit you or the person for whose benefit you are applying;
- understand that the Company and the Joint Bookrunners will rely on your declarations and representations in deciding whether or not to make any allotment of any of the Public Offer Shares to you and that you may be prosecuted for making a false declaration;
- (if the application is made for your own benefit) warrant that no
 other application has been or will be made for your benefit on a
 WHITE or YELLOW Application Form by you or by any one as
 your agent or by any other person; and
- (if you are making the application as an agent for the benefit of another person) warrant that (i) no other application has been or will be made by you as agent for or for the benefit of that person or by that person or by any other person as agent for that person on a WHITE or YELLOW Application Form; and (ii) you have due authority to sign the Application Form on behalf of that other person as their agent.

D. Power of attorney

If your application is made through an authorised attorney, the Company, the Joint Bookrunners and the Joint Lead Managers or their respective agents and nominees may accept or reject your application at their discretion, and on any conditions they think fit, including evidence of the attorney's authority.

Determination of Offer Price and Allocation of Public Offer Shares

The Offer Price is expected to be fixed on or around Wednesday, 13 December 2017. If you apply for the Public Offer Shares under the Public Offer, you must pay the maximum Offer Price of HK\$0.60 per Public Offer Share plus a 1.0% brokerage, 0.005% Stock Exchange trading fee and 0.0027% SFC transaction levy. This means a total of HK\$3,030.23 is payable for every board lot of 5,000 Shares. If, for any reason the Offer Price is not agreed by Tuesday, 19 December 2017 between the Joint Lead Managers (for themselves and on behalf of the Underwriters) and our Company, the Share Offer will not proceed and will lapse.

Applications for Public Offer Shares will not be processed and no allotment of any Public Offer Shares will be made until the application lists close.

The Company expects to announce the final Offer Price, the indication of the level of interest in the Placing, the level of applications in the Public Offer and the basis of allocation of the Public Offer Share on Wednesday, 20 December 2017 on the website of the Stock Exchange at www.hkexnews.hk and the Company's website at www.avpromotions.com. Results of allocations in the Public Offer, and the Hong Kong Identity Card/passport/Hong Kong business registration numbers of successful applicants (where applicable) will be available on the above websites.

If your application for Public Offer Shares is successful (in whole or in part)

If your application is wholly or partially successful, your share certificate(s) (subject to their becoming valid certificates of title provided that the Share Offer has become unconditional and not having been terminated at 8:00 a.m. on Thursday, 21 December 2017) will be issued in the name of HKSCC Nominees and deposited directly into CCASS for credit to your CCASS Investor Participant stock account or the stock account of your designated CCASS Participant as instructed by you in your Application Form on Wednesday, 20 December 2017 or, in the event of a contingency, on any other date as shall be determined by HKSCC or HKSCC Nominees.

- If you are applying through a designated CCASS Participant (other than a CCASS Investor Participant): For Public Offer Shares credited to the stock account of your designated CCASS Participant (other than a CCASS Investor Participant), you can check the number of Public Offer Shares allotted to you with that CCASS Participant.
- If you are applying as a CCASS Investor Participant: The Company expects to publish the results of CCASS Investor Participants' applications together with the results of the Share Offer on Wednesday, 20 December 2017. You should check the announcement published on the Company's website at www.avpromotions.com and the website of the Stock Exchange at www.nkexnews.hk and report any discrepancies to HKSCC before 5:00 p.m. on Wednesday, 20 December 2017 or such other date as shall be determined by HKSCC or HKSCC Nominees. Immediately after the credit of the Public Offer Shares to your stock account you can check your new account balance via the CCASS Phone System and CCASS Internet System (under the procedures contained in HKSCC's "An Operating Guide for Investor Participants" in effect from time to time). HKSCC will also make available to you an activity statement showing the number of Public Offer Shares credited to your stock account.

No receipt will be issued for application money paid. The Company will not issue temporary documents of title.

Refund of your money

If you do not receive any Public Offer Shares or if your application is accepted only in part, or if the Offer Price as finally determined is less than the maximum Offer Price or, if the condition of the Public Offer are not fulfilled or if any application is revoked, the Company will refund to you your application monies, or the appropriate portion thereof, together with the related 1% brokerage, 0.0027% SFC transaction levy and 0.005% Stock Exchange trading fee, without interest.

The refund procedures are stated in "11. Despatch/Collection of Share Certificates and Refund Monies" in the section headed "How to Apply for Public Offer Shares" in the Prospectus.

AV PROMOTIONS HOLDINGS LIMITED

AV 策劃推廣(控股)有限公司

(於開曼群島註冊成立的有限公司)

以股份發售形式於香港聯合交易所有限公司創業板上市

申請條件

甲、可提出申請的人士

- 1. 倘 閣下及 閣下為其利益提出申請的人士符合下列 各項,則 閣下可使用**白色或黃色**申請表格申請公開 發售股份:
 - 年滿18歲或以上;
 - 擁有香港地址;
 - 身處美國境外且並非美國籍人士(定義見美國證券 法S規例);及
 - 並非中國法人或自然人。
- 2. 倘 閣下為商號,則申請須以個人成員名義提出。
- 3. 倘 閣下為法人團體,則申請須經獲正式授權的人士 簽署(該等人士須註明其代表身份)並加蓋公司印章。
- 4. 倘申請由獲得授權書的人士提出,本公司、聯席賬簿 管理人可在其認為合適的任何條件下(包括出示授權人 士的授權證明),酌情接納該申請。
- 公開發售股份的聯名申請人的人數不可超過四名。
- 除非創業板上市規則批准,倘閣下為下列人士,則不得申請任何公開發售股份:
 - 本公司及/或本公司任何附屬公司股份的現有實 益擁有人;
 - 本公司及/或任何附屬公司的董事或行政總裁;
 - 上述任何人士的聯繫人(定義均見創業板上市規則);
 - 本公司的關連人士(定義見創業板上市規則)或緊 隨股份發售完成後將成為本公司關連人士的人士; 及
 - 獲分配或已申請任何發售股份或以其他方式參與 配售的人士。

乙、如 閣下為代名人

閣下作為代名人可提交超過一份公開發售股份申請,方法 是使用白色或黃色申請表格,以自身名義代表不同的實益 擁有人提交超過一份申請。

丙、填交本申請表格的效用

閣下填妥並遞交本申請表格,即表示 閣下(如屬聯名申請 人,即各人共同及個別)代表 閣下本身,或作為 閣下代 其行事的每位人士的代理或代名人:

• 承諾簽立所有相關文件,並指示及授權本公司及/或聯席賬簿管理人(或其代理或代名人)(作為本公司代理),代表 閣下簽立任何相關文件,並按照組織章程細則的規定代表 閣下辦理一切必要事宜以將 閣下獲分配的任何公開發售股份以 閣下名義或以香港結

算代理人名義登記;

- **同意**遵守公司法、公司(清盤及雜項條文)條例、公司條例及章程大綱及細則;
- 確認 閣下已細閱招股章程及本申請表格所載的條款 及條件以及申請程序,並同意受其約束;
- 確認 閣下已接獲及細閱招股章程,提出申請時也僅 依據招股章程載列的資料及陳述,而除招股章程任何 補充文件所載者外,不會依賴任何其他資料或陳述;
- 確認 閣下知悉招股章程內有關股份發售的限制;
- 同意本公司、獨家保薦人、聯席賬簿管理人、包銷商、彼等各自的董事、高級職員、僱員、合夥人、代理、顧問及參與股份發售的任何其他人士現時及日後均毋須對並非載於招股章程(及其任何補充文件)的任何資料及陳述負責;
- 承諾及確認 閣下或 閣下為其利益提出申請的人士 並無申請或接納或表示有意認購(亦不會申請或接納或 表示有意認購)配售的任何發售股份,也沒有參與配 售:
 - 同意在本公司、香港股份過戶登記分處、收款銀行、獨家保薦人、聯席賬簿管理人、包銷商及/或彼等各自的顧問及代理提出要求時,向彼等披露其所要求提供有關 閣下及 閣下為其利益提出申請的人士的任何個人資料;
- 如香港境外任何地方的法例適用於 閣下的申請,則 同意及保證 閣下已遵守所有有關法例,且本公司、 獨家保薦人、聯席賬簿管理人及包銷商和彼等各自任 何高級職員或顧問概不會因接納 閣下的購買要約, 或 閣下根據招股章程及本申請表格所載的條款及條 件應有的權利及責任所引致的任何行動,而違反香港 境外的任何法例;
- **同意** 閣下的申請一經接納,即不得因無意的失實陳 述而撤銷;
- 同意 閣下的申請受香港法例管轄;
- 聲明、保證及承諾:(i) 閣下明白公開發售股份不曾亦不會根據美國證券法登記;及(ii) 閣下及 閣下為其利益申請公開發售股份的人士均身處美國境外(定義見S規則),或屬S規則第902條第(h)(3)段所述的人士;
- 保證 閣下提供的資料真實及準確;
- 同意接納所申請數目或根據申請分配予 閣下但數目 較少的公開發售股份;

- 授權本公司將 閣下的姓名/名稱或香港結算代理人 列入本公司股東名冊,作為 閣下獲分配的任何公開 發售股份的持有人,並授權本公司及/或其代理以普 通郵遞方式按申請所示地址向 閣下或聯名申請的排 名首位申請人寄發任何股票及/或退款支票,郵誤風 險由 閣下承擔,除非 閣下已合資格可親身領取股 票及/或退款支票;
- **聲明及表示**此乃 閣下為本身或 閣下為其利益提出 申請的人士所提出及擬提出的唯一申請;
- 明白本公司及聯席賬簿管理人將依據 閣下的聲明及 陳述而決定是否向 閣下配發任何公開發售股份,閣 下如作出虛假聲明,可能會被檢控;
- (如本申請為 閣下本身的利益提出)保證 閣下或作為 閣下代理的任何人士或任何其他人士不曾亦不會為 閣下的利益以白色或黃色申請表格提出其他申請;及
- (如 閣下作為代理為另一人士的利益提出申請)保證 (i) 閣下(作為代理或為該人士利益)或該人士或任何 其他作為該人士代理的人士不曾亦不會以**白色或黃色** 申請表格提出其他申請;及(ii) 閣下獲正式授權作為 該人士的代理代為簽署申請表格。

丁、授權書

如 閣下透過授權代理人提出申請,本公司、聯席賬簿管理人及聯席牽頭經辦人或彼等各自的代理及代名人可按其認為合適的任何條件(包括出示代理人獲授權證明)酌情接納或拒絕 閣下的申請。

釐定發售價及公開發售股份的分配

預期發售價於二零一七年十二月十三日(星期三)或前後釐定。如 閣下申請公開發售項下公開發售股份,閣下須支付最高發售價每股公開發售股份0.60港元,另加1.0%經紀佣金、0.005%聯交所交易費及0.0027%證監會交易徵費,即每手5,000股股份應付合共3,030.23港元。倘本公司與聯席牽頭經辦人(為其本身及代表包銷商)因任何理由而未能於二零一七年十二月十九日(星期二)或之前協定發售價,股份發售將不會進行並將告失效。

截止登記認購申請前,概不處理公開發售股份的申請及配 發任何公開發售股份。

本公司預期於二零一七年十二月二十日(星期三)在聯交所網站 www.hkexnews.hk 及本公司網站 www.avpromotions.com 公佈最終發售價、配售踴躍程度、公開發售認購水平及公開發售股份分配基準。公開發售的分配結果以及成功申請人的香港身份證/護照/香港商業登記號碼(如適用)亦同於上述網站公佈。

如 閣下成功申請認購公開發售股份(全部或部分)

如 閣下的申請全部或部分獲接納, 閣下的股票(前提是到二零一七年十二月二十一日(星期四)上午八時正股份發售成為無條件而並無終止,股票成為有效的所有權證明)將以香港結算代理人名義發出,並按 閣下在申請表格的指示於二零一七年十二月二十日(星期三)或在特別情況下由香港結算或香港結算代理人決定的任何其他日期直接存入中央結算系統,寄存於 閣下的中央結算系統參與者股份戶口或 閣下指定的中央結算系統參與者股份戶口。

- 如 閣下透過中央結算系統投資者戶口持有人以外的 指定中央結算系統參與者提出申請:公開發售股份將 寄存於 閣下指定的中央結算系統參與者(非中央結算 系統投資者戶口持有人)股份戶口, 閣下可向該中央 結算系統參與者查詢 閣下獲配發的公開發售股份數 目。

本公司不會就申請時繳付的款項發出收據,亦不會發出臨時所有權文件。

退回款項

若 閣下未獲分配任何公開發售股份或申請僅部分獲接納或發售價最終定於低於最高發售價或公開發售的條件並未達成或任何申請被撤回,本公司將不計利息向 閣下退回 閣下的申請股款,或適當比例連同包括相關的1%經紀佣金、0.0027%證監會交易徵費及0.005%聯交所交易費。

有關退款程序載於招股章程「如何申請公開發售股份」一節內「11. 寄發/領取股票及退款」。

Personal Data

Personal Information Collection Statement

This Personal Information Collection Statement informs the applicant for, and holder of, Public Offer Shares, of the policies and practices of the Company and its Hong Kong Branch Share Registrar in relation to personal data and the Personal Data (Privacy) Ordinance (Chapter 486 of the Laws of Hong Kong) (the "Ordinance").

1. Reasons for the collection of your personal data

It is necessary for applicants and registered holders of securities to supply correct personal data to the Company or its agents and the Hong Kong Branch Share Registrar when applying for securities or transferring securities into or out of their names or in procuring the services of the Hong Kong Branch Share Registrar.

Failure to supply the requested data may result in your application for securities being rejected, or in delay or the inability of the Company or its Hong Kong Branch Share Registrar to effect transfers or otherwise render their services. It may also prevent or delay registration or transfers of the Public Offer Shares which you have successfully applied for and/or the despatch of share certificate(s) and/or refund cheque(s) to which you are entitled.

It is important that securities holders inform the Company and the Hong Kong Branch Share Registrar immediately of any inaccuracies in the personal data supplied.

2. Purposes

The personal data of the securities holders may be used, held, processed and/or stored by whatever means for the following purposes:

- processing your application and refund cheque, where applicable, verification of compliance with the terms and application procedures set out in this Application Form and the Prospectus and announcing results of allocation of the Public Offer Shares;
- compliance with applicable laws and regulations in Hong Kong and elsewhere;
- registering new issues or transfers into or out of the names of securities' holders including, where applicable, HKSCC Nominees;
- maintaining or updating the register of securities' holders of the Company;
- verifying securities holders' identities;
- establishing benefit entitlements of securities' holders of the Company, such as dividends, rights issues and bonus issues:
- distributing communications from the Company and its subsidiaries;
- compiling statistical information and shareholder profiles;
- disclosing relevant information to facilitate claims on entitlements; and
- any other incidental or associated purposes relating to the above and/or to enable the Company and the Hong Kong Branch Share Registrar to discharge their obligations to securities' holders and/or regulators and/or any other purposes to which the securities' holders may from time to time agree.

3. Transfer of personal data

Personal data held by the Company and its Hong Kong Branch Share Registrar relating to the securities holders will be kept confidential but the Company and its Hong Kong Branch Share Registrar may, to the extent necessary for achieving any of the above purposes, disclose or transfer (whether within or outside Hong Kong) the personal data to any of the following:

- the Company's appointed agents such as financial advisers, receiving bank and overseas principal share registrar;
- where applicants for securities request a deposit into CCASS, HKSCC or HKSCC Nominees, who will use the personal data for the purposes of operating CCASS;
- any agents, contractors or third-party service providers who offer administrative, telecommunications, computer, payment or other services to the Company or the Hong Kong Branch Share Registrar in connection with their respective business operation;
- the Stock Exchange, the SFC and any other statutory regulatory or governmental bodies or otherwise as required by laws, rules or regulations; and
- any persons or institutions with which the securities' holders have or propose to have dealings, such as their bankers, solicitors, accountants or stockbrokers etc.

4. Retention of personal data

The Company and its Hong Kong Branch Share Registrar will keep the personal data of the applicants and holders of securities for as long as necessary to fulfil the purposes for which the personal data were collected. Personal data which is no longer required will be destroyed or dealt with in accordance with the Ordinance.

5. Access to and correction of personal data

Securities holders have the right to ascertain whether the Company or the Hong Kong Branch Share Registrar hold their personal data, to obtain a copy of that data, and to correct any data that is inaccurate. The Company and the Hong Kong Branch Share Registrar have the right to charge a reasonable fee for the processing of such requests. All requests for access to data or correction of data should be addressed to us, at our registered address disclosed in the "Corporate Information" section of the Prospectus or as notified from time to time, for the attention of the company secretary, or our Hong Kong Branch Share Registrar for the attention of the privacy compliance officer.

By signing an Application Form, you agree to all of the above.

個人資料

個人資料收集聲明

此項個人資料收集聲明是向公開發售股份的申請人和持有人說明有關本公司及其香港股份過戶登記分處有關個人資料和香港法例第486章《個人資料(私隱)條例》(「條例」)方面的政策和措施。

1. 收集 閣下個人資料的原因

證券申請人及登記持有人以本身名義申請證券或轉讓或 受讓證券時或尋求香港股份過戶登記分處的服務時,必 須向本公司或其代理及香港股份過戶登記分處提供正確 個人資料。

未能提供所要求的資料可能導致 閣下申請證券被拒或延遲,或本公司或其香港股份過戶登記分處無法進行過戶或提供服務。此舉也可能妨礙或延遲登記或轉讓 閣下成功申請的公開發售股份及/或寄發 閣下應得的股票及/或退款支票。

證券持有人所提供的個人資料如有任何錯誤,務請立即 通知本公司及香港股份過戶登記分處。

2. 用途

證券持有人的個人資料可以任何方式被採用、持有、處理及/或保存,以作以下用途:

- 處理 閣下的申請及退款支票(如適用)、核實是否符合本申請表格及招股章程載列的條款和申請程序以及公佈公開發售股份的分配結果;
- 遵守香港及其他地區的適用法律法規;
- 以證券持有人(包括香港結算代理人(如適用))的名義 登記新發行證券或轉讓或受讓證券;
- 存置或更新本公司證券持有人的名册;
- 核實證券持有人的身份;
- 確定本公司證券持有人的受益權利,例如股息、供股和紅股等;
- 分發本公司及其附屬公司的通訊;
- 編製統計數據和股東資料;
- 披露有關資料以便就權益申索;及
- 與上述有關的任何其他附帶或相關用途及/或使本公司及香港股份過戶登記分處能履行對證券持有人及/或監管機構承擔的責任及/或證券持有人可能不時同意的任何其他用途。

3. 轉交個人資料

本公司及其香港股份過戶登記分處所持有關證券持有人的個人資料將會保密,但本公司及其香港股份過戶登記分處可以在為作上述任何用途之必要情況下,向下列任何人士披露或轉交(無論在香港境內或境外)有關個人資料:

- 本公司委任的代理,例如財務顧問、收款銀行和海外 股份過戶登記處;
- (如證券申請人要求將證券存入中央結算系統)香港結 算或香港結算代理人;其將會就中央結算系統的運作 使用有關個人資料;
- 向本公司或香港股份過戶登記分處提供與其各自業務 營運有關的行政、電信、電腦、付款或其他服務的任何代理、承包商或第三方服務供應商;
- 聯交所、證監會及任何其他法定監管機關或政府部門 或遵照法例、規則或法規另行規定者;及
- 證券持有人與其進行或擬進行交易的任何人士或機構,例如彼等的銀行、律師、會計師或股票經紀等。

4. 個人資料的保留

本公司及其香港股份過戶登記分處將按收集個人資料所需的用途保留證券申請人及持有人的個人資料。無需保留的個人資料將會根據條例銷毀或處理。

5. 查閱和更正個人資料

證券持有人有權確定本公司或香港股份過戶登記分處是 否持有其個人資料,並有權索取有關該資料的副本並更 正任何不準確資料。本公司和香港股份過戶登記分處有 權就處理任何查閱資料的要求收取合理費用。所有查閱 資料或更正資料的要求應按招股章程「公司資料」一節所 披露或不時通知的本公司註冊地址向公司秘書或本公司 的香港股份過戶登記分處屬下的個人資料私隱條例事務 主任提出。

閣下簽署申請表格,即表示同意上述各項。



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