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## **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)**

### **SUBSCRIPTIONS OF NEW SHARES UNDER GENERAL MANDATE**

**Financial adviser to the Company**



**中毅資本有限公司**  
**Grand Moore Capital Limited**

#### **THE SUBSCRIPTION AGREEMENTS**

On 15 August 2019 (after trading hours), the Company entered into the Subscription Agreements with the Subscribers, pursuant to which the Company has conditionally agreed to issue, and the Subscribers have conditionally agreed to subscribe for the Subscription Shares comprising an aggregate of 380,000,000 new Shares at the Subscription Price of HK\$0.128 per Subscription Share.

The Subscription Shares, which will be issued under the General Mandate, represent (a) approximately 19.6% of the issued share capital of the Company as at the date of this announcement; and (b) approximately 16.4% of the issued share capital of the Company as enlarged by the issue and allotment of the Subscription Shares.

The gross proceeds of the Subscriptions will amount to approximately HK\$48.6 million and the net proceeds receivable by the Company under the Subscriptions are estimated to be approximately HK\$48.3 million after deducting the relevant expenses incurred in relation to the Subscriptions. The Company intends to use the net proceeds from the Subscriptions for partial settlement of the amount as required for the LPL Bidding. In the event that the Company does not secure the LPL Bidding, the net proceeds from the Subscriptions will be used for developing, expanding and operating the Group's existing E-sports business segment.

By a resolution of the Shareholders passed at the AGM, the Company granted the General Mandate to the Directors to allot and issue up to 20% of the then total number of Shares of the Company in issue as at 24 June 2019, i.e. 388,035,234 Shares. As the Subscription Shares will be allotted and issued under the General Mandate, the Subscriptions and the issue of the Subscription Shares are not subject to additional Shareholders' approval.

An application will be made by the Company to the Stock Exchange for the grant of approval in the listing of, and permission to deal in the Subscription Shares.

#### **GENERAL**

**Shareholders and potential investors should note that Completion is subject to fulfilment of the conditions precedent under the Subscription Agreements. As the Subscriptions may or may not proceed, Shareholders and potential investors are reminded to exercise caution when dealing in the Shares or other securities of the Company.**

#### **THE SUBSCRIPTION AGREEMENTS**

On 15 August 2019 (after trading hours), the Company entered into the Subscription Agreements with the Subscribers, pursuant to which the Company has conditionally agreed to issue, and the Subscribers have conditionally agreed to subscribe for the Subscription Shares comprising an aggregate of 380,000,000 new Shares at the Subscription Price of HK\$0.128 per Subscription Share.

## **The Subscription Agreement I**

Date: 15 August 2019 (after trading hours)

Parties:

1. The Company
2. FortuneHill Enterprise Limited, as the Subscriber I

Subscription Shares: 150,000,000 Subscription Shares

Subscription Price: HK\$0.128 per Subscription Share

Subscriber I is a company incorporated in Anguilla with limited liability which primarily engages in investment holding.

To the best of the Directors' knowledge, information and belief, having made all reasonable enquiries, the Subscriber I and its ultimate beneficial owner(s) are Independent Third Parties. As of the date of this announcement, the Subscriber I does not hold any Share.

## **The Subscription Agreement II**

Date: 15 August 2019 (after trading hours)

Parties:

1. The Company
2. Baosteel Engineering International Fund Corporation Limited, as the Subscriber II

Subscription Shares: 150,000,000 Subscription Shares

Subscription Price: HK\$0.128 per Subscription Share

Subscriber II is a company incorporated in Hong Kong with limited liability which primarily engages in investment holding. The ultimate beneficial owner of Subscriber II, 馬雄承先生 (Mr. Ma Xiong Cheng), is also the Chairman of 寶鋼工程建設有限公司 (Baosteel Engineering & Construction Co., Ltd), a company incorporated in the PRC and principally engaged in engineering and construction works.

To the best of the Directors' knowledge, information and belief, having made all reasonable enquiries, the Subscriber II and its ultimate beneficial owner(s) are Independent Third Parties. As of the date of this announcement, the Subscriber II does not hold any Share.

## **The Subscription Agreement III**

Date: 15 August 2019 (after trading hours)

Parties: 1. The Company  
2. Willcon Worldwide Limited, as the Subscriber III

Subscription Shares: 80,000,000 Subscription Shares

Subscription Price: HK\$0.128 per Subscription Share

Subscriber III is a company incorporated in the BVI with limited liability which primarily engages in investment holding.

To the best of the Directors' knowledge, information and belief, having made all reasonable enquiries, the Subscriber III and its ultimate beneficial owner(s) are Independent Third Parties. As of the date of this announcement, the Subscriber III holds 53,250,000 Shares, representing approximately 2.7% of the issued share capital of the Company as of the date of this announcement.

### **The Subscription Shares**

The Subscription Shares, which will be issued under the General Mandate, represent (a) approximately 19.6% of the issued share capital of the Company as at the date of this announcement; and (b) approximately 16.4% of the issued share capital of the Company as enlarged by the issue and allotment of the Subscription Shares.

### **The Subscription Price**

The Subscription Price is HK\$0.128 per Subscription Share, representing:

- (a) a premium of approximately 42.2% to the closing price of HK\$0.090 per Share as quoted on the Stock Exchange on the date of the Subscription Agreements;

- (b) a premium of approximately 37.3% over the average of the closing prices of HK\$0.093 per Share as quoted on the Stock Exchange for the last five consecutive trading days up to and including the date of the Subscription Agreements; and
- (c) a premium of approximately 26.9% over the average of the closing prices of HK\$0.101 per Share as quoted on the Stock Exchange for the last ten consecutive trading days up to and including the date of the Subscription Agreements.

The Subscription Price was determined and negotiated on an arm's length basis between the Company and the Subscribers with reference to, among other things, the prevailing market price of the Shares and the liquidity of the Shares. The Directors consider that the Subscription Price is fair and reasonable and is in the interests of the Company and the Shareholders as a whole.

Based on the estimated expenses for the Subscriptions, the net Subscription Price is approximately HK\$0.127 per Subscription Share.

### **Issue of the Subscription Shares under the General Mandate**

By a resolution of the Shareholders passed at the AGM, the Company granted the General Mandate to the Directors to allot and issue up to 20% of the then total number of Shares of the Company in issue as at 24 June 2019, i.e. 388,035,234 Shares. As at the date of this announcement, no Shares have been issued pursuant to the General Mandate. As the Subscription Shares will be allotted and issued under the General Mandate, the Subscriptions and the issue of Subscription Shares are not subject to additional Shareholders' approval.

An application will be made by the Company to the Stock Exchange for the grant of approval in the listing of, and permission to deal in the Subscription Shares.

### **Ranking**

The Subscription Shares shall rank *pari passu* in all respects with the existing Shares in issue as at the Completion Date and shall be allotted and issued by the Company free from all liens, charges, security interests, encumbrances or other third party rights together with all rights attaching thereto on and after the date of their allotment including all dividends declared or payable or distributions made or proposed to be made at any time by reference to a record date falling on or after the date of allotment of the Subscription Shares.

## Conditions Precedent of the Subscriptions

Completion of the Subscriptions under the Subscription Agreements shall be conditional upon the following conditions precedent being fulfilled (or being waived by any of the parties to the Subscription Agreements) on or before 5:00 p.m. (Hong Kong time) on the Long Stop Date:

- (a) the compliance with the requirements of the Stock Exchange and the GEM Listing Rules, including but not limited to the listing of and permission to deal in all of the Subscription Shares being granted by the GEM Listing Committee of the Stock Exchange (either unconditionally, or subject to customary conditions);
- (b) the Shares remaining listed and traded on the Stock Exchange at all times from the date of the Subscription Agreements to the Completion Date, save for any temporary suspension not exceeding five (5) consecutive trading days (as defined under the GEM Listing Rules), or such longer period as the Subscribers may accept in writing, and no indication being received by the Company on or before the Completion Date from the Stock Exchange to the effect that the listing of the Shares on the Stock Exchange will or may be withdrawn or objected to as a result of Completion or in connection with the terms of the Subscription Agreements;
- (c) the representations, warranties and undertakings of the Company remaining true and accurate in all material respects, and not misleading in any material respect, as given on the date of the Subscription Agreements and at Completion;
- (d) the representations, warranties and undertakings of the Subscribers remaining true and accurate in all material respects, and not misleading in any material respect, as given on the date of the Subscription Agreements and at Completion;
- (e) each of the parties to the Subscription Agreements having performed in all material respects all of the covenants and agreements required to be performed by it under the Subscription Agreements on or prior to the Completion Date; and
- (f) prior to Completion, there being no occurrence of any change, or any development or event reasonably likely to involve a prospective change in the financial condition, operations, legal environment, business or properties of the Company which, in the reasonable opinion of the Subscribers, is material and adverse to the issue of the Subscription Shares.

The Subscribers may in its absolute discretion at any time waive in writing above conditions precedent (b), (c), (e) and/or (f) (or any part thereof), and the Company may in its absolute discretion at any time waive in writing conditions precedent (d) and/or (e) (or any part thereof), and such waiver by the waiving party may be made subject to such terms and conditions as are determined by the waiving party.

In the event any of the above conditions precedent is not fulfilled (or being waived by any parties to the Subscription Agreements), at or before 5:00 p.m. (Hong Kong time) on the Long Stop Date, the obligations of the parties under the Subscription Agreements shall forthwith cease to be of any effect and none of the parties to the Subscription Agreements shall be bound to carry out the remaining terms of the Subscription Agreements and no party to the Subscription Agreements shall have any right to damages or reimbursement for any cost and expenses that it may have incurred in connection with or arising out of the Subscription Agreements or the failure to complete the Subscriptions, save for any antecedent breaches thereof.

### **Completion**

Subject to fulfilment (or, where appropriate, waiver by any of the parties to the Subscription Agreements) of the conditions precedent to the Subscription Agreements, Completion shall take place on the Completion Date.

Completion of each of the Subscription Agreements is not inter-conditional but it is intended that Completion of all of the Subscription Agreements will take place simultaneously.

## EFFECT ON SHAREHOLDING STRUCTURE OF THE COMPANY

The following table sets out the shareholding structure of the Company (i) as at the date of this announcement; and (ii) immediately upon Completion (assuming no further change in the Company's issued share capital from the date of this announcement up to Completion):

	As at the date of this announcement		Immediately after Completion	
	Shares	%	Shares	%
<b>Directors</b>				
Mr. Hsu Tung Chi <sup>1</sup>	386,466,782	19.9	386,466,782	16.7
Ms. Zhang Jing <sup>2</sup>	81,253,659	4.2	81,253,659	3.5
Mr. Lai Kwok Fai, Franki <sup>3</sup>	23,629,778	1.2	23,629,778	1.0
Sub-total	491,350,219	25.3	491,350,219	21.2
<b>Subscribers</b>				
Subscriber I	–	–	150,000,000	6.5
Subscriber II	–	–	150,000,000	6.5
Subscriber III	53,250,000	2.7	133,250,000	5.7
Sub-total	53,250,000	2.7	433,250,000	18.7
<b>Others</b>				
Other public Shareholders	1,394,205,951	71.9	1,394,205,951	60.0
Shares repurchased, but not yet cancelled	1,370,000	0.1	1,370,000	0.1
Sub-total	1,395,575,951	72.0	1,395,575,951	60.1
Total	1,940,176,170	100.0	2,320,176,170	100.0

Notes:

1. Mr. Hsu Tung Chi (“**Mr. Hsu**”) beneficially owns 368,220,559 Shares. Daily Technology Company Limited, which in turn is wholly owned by Mr. Hsu, beneficially owns 18,246,223 Shares.
2. Ms. Zhang Jing (“**Ms. Zhang**”) beneficially owns 53,853,659 Shares. Crown Smart Investment Limited, which in turn is wholly owned by Ms. Zhang, beneficially owns 27,400,000 Shares.
3. Mr. Lai Kwok Fai, Franki (“**Mr. Lai**”) beneficially owns 960,000 Shares. Earn Wise Limited, which in turn is wholly owned by Mr. Lai, beneficially owns 22,669,778 Shares.



## **REASONS FOR THE SUBSCRIPTIONS AND USE OF NET PROCEEDS**

The Group is principally engaged in the business of licensing and sales of entertainment, sports and music content, operating E-sports and webcast celebrity businesses, operating film-based cultural parks and tourism focused projects, planning and design of concerts and providing marketing and promotional services for professional athletes.

On 20 June 2019, Tencent Holdings Limited and relevant government authorities of Hainan province, the PRC, held the Tencent Global Esports Annual Summit in the Hainan Boao Asia International Conference Center. Many veterans in the E-sports relevant industries from the PRC and overseas attended the event and discussed future plans for the Chinese E-sports sector. During the Tencent Global Esports Annual Summit, Mr. Jin Yibo, the co-chief executive officer of TJ Sports which is a joint venture between Tencent and Riot Games, announced that League of Legends Pro League (the “**LPL**”) will add one to two franchise spots in 2020, and will look for adding new partners in the LPL. According to the preliminary tender document obtained by the Group, the bid price of a spot in LPL would be a minimum of RMB90 million (equivalent to approximately HK\$99.9 million) (the “**LPL Bidding**”).

As stated in the Company’s annual report for the year ended 31 December 2018, the Group will continue to expand the E-sports business. In light of that the Directors strive to explore new business partnerships in the Group’s established E-sports segment so as to increase the Group’s overall profitability, the Directors considered that the LPL Bidding represents an opportunity for the Company to directly participate in the LPL and connect with the market leaders in the E-sports industry, and the success of LPL Bidding will allow the Group to expand its exposure in the E-sports industry and increase its overall profitability and public profile in the future.

The gross proceeds of the Subscriptions will amount to approximately HK\$48.6 million and the net proceeds receivable by the Company under the Subscriptions are estimated to be approximately HK\$48.3 million after deducting the relevant expenses incurred in relation to the Subscriptions. The Company intends to use the net proceeds from the Subscriptions for partial settlement of the amount as required for the LPL Bidding. In the event that the Company does not secure the LPL Bidding, the net proceeds from the Subscriptions will be used for developing, expanding and operating the Group's existing E-sports business segment.

The Directors consider that the terms of the Subscription Agreements are on normal commercial terms which were arrived at after arm’s length negotiations between the Company and the Subscribers, and are fair and reasonable and are in the interests of the Company and the Shareholders as a whole.

## **FUND RAISING ACTIVITY DURING THE PAST 12 MONTHS FROM THE DATE OF THIS ANNOUNCEMENT**

The Company has not conducted any equity fundraising activities in the past twelve months immediately preceding the date of this announcement.

### **GENERAL**

**Shareholders and potential investors should note that Completion is subject to fulfilment of the conditions precedent under the Subscription Agreements. As the Subscriptions may or may not proceed, Shareholders and potential investors are reminded to exercise caution when dealing in the Shares or other securities of the Company.**

### **DEFINITIONS**

In this announcement, the following expressions shall have the following meanings, unless the context requires otherwise:

“AGM”	the annual general meeting of the Company held on 24 June 2019
“associate(s)”	has the meaning ascribed to it under the GEM Listing Rules
“Board”	the board of Directors
“Business Day(s)”	means a day on which licensed banks in Hong Kong are required to be and are generally open for business (other than any Saturday, Sunday or gazetted public holiday in Hong Kong)
“BVI”	the British Virgin Islands
“Company”	China Digital Culture (Group) Limited, a company incorporated in the Cayman Islands and continued in Bermuda with limited liability and the issued shares of which are listed on GEM
“connected persons”	has the meaning ascribed to it under the GEM Listing Rules
“Completion”	the completion of the Subscriptions pursuant to the terms of the Subscription Agreements

“Completion Date”	a date within 10 Business Days after all of the conditions precedent to the Subscription Agreements have been fulfilled by the Company or, as the case may be, waived by the Subscribers (or such later date as the Company and the Subscribers may agree in writing)
“Director(s)”	the director(s) of the Company
“GEM”	GEM operated by the Stock Exchange
“GEM Listing Rules”	the Rules Governing the Listing of Securities on GEM
“General Mandate”	the general mandate granted to the Directors at the AGM to allot, issue and deal with up to 388,035,234 Shares, representing 20% of the aggregate number of issued Shares as at the date of passing of the relevant resolution at the AGM
“Group”	collectively, the Company and its subsidiaries
“Hong Kong”	the Hong Kong Special Administrative Region of the PRC
“Independent Third Party”	a third party independent of the Company and the connected persons of the Company
“Long Stop Date”	31 October 2019 (or such later date as the Company and the Subscribers may agree in writing)
“PRC”	the People’s Republic of China and for the purpose of this announcement, excludes Hong Kong, Macau Special Administrative Region and Taiwan
“Share(s)”	share(s) of HK\$0.04 each in the share capital of the Company
“Shareholder(s)”	shareholder(s) of the Company
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“Subscribers”	collectively, Subscriber I, Subscriber II and Subscriber III

“Subscriber I”	FortuneHill Enterprise Limited, a company incorporated in Anguilla with limited liability
“Subscriber II”	Baosteel Engineering International Fund Corporation Limited, a company incorporated in Hong Kong with limited liability
“Subscriber III”	Willcon Worldwide Limited, a company incorporated in the BVI with limited liability
“Subscriptions”	the subscriptions of the Subscription Shares by the Subscribers pursuant to the Subscription Agreements
“Subscription Agreements”	collectively, Subscription Agreement I, Subscription Agreement II and Subscription Agreement III
“Subscription Agreement I”	the conditional subscription agreement dated 15 August 2019 entered into between the Company as issuer and the Subscriber I as subscriber for the subscription of 150,000,000 Shares at the Subscription Price
“Subscription Agreement II”	the conditional subscription agreement dated 15 August 2019 entered into between the Company as issuer and the Subscriber II as subscriber for the subscription of 150,000,000 Shares at the Subscription Price
“Subscription Agreement III”	the conditional subscription agreement dated 15 August 2019 entered into between the Company as issuer and the Subscriber III as subscriber for the subscription of 80,000,000 Shares at the Subscription Price
“Subscription Price”	HK\$0.128 per Subscription Share
“Subscription Shares”	an aggregate of 380,000,000 new Shares to be issued by the Company to the Subscribers pursuant to the Subscription Agreements under General Mandate

“substantial shareholder(s)”	has the meaning as described thereto under the GEM Listing Rules
“HK\$”	Hong Kong dollars, the lawful currency of Hong Kong
“RMB”	Renminbi, the lawful currency of the PRC
“%”	per cent

*For illustrative purpose only, translation of RMB to HK\$ has been made at the exchange rate of approximately RMB1 = HK\$1.11 in this announcement. No representation has been made that any amounts in RMB or HK\$ have been, could have been or may be converted at such rate, any other rate or at all.*

By order of the Board  
**China Digital Culture (Group) Limited**  
**Hsu Tung Chi**

*Chairman, Chief Executive Officer and Executive Director*

Hong Kong, 15 August 2019

*As of the date of this announcement, the executive Directors are Mr. Hsu Tung Chi, Ms. Zhang Jing and Mr. Lai Kwok Fai, Franki. The independent non-executive Directors are Mr. Kwok Chi Sun, Vincent, Mr. Wong Tak Shing and Mr. Gou Yanlin.*

*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 regards 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 or deceptive; and (ii) there are no other matters the omission of which would make any statement in this announcement misleading.*

*This announcement will remain on the 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 <http://www.cdculture.com>.*