



econtext Asia Limited
環亞智富有限公司
(Incorporated in Hong Kong with limited liability)
(於香港註冊成立之有限公司)

GLOBAL OFFERING

Number of Offer Shares in the Global Offering : 125,000,000 Shares (subject to the Over-allotment Option)
Number of Hong Kong Offer Shares : 12,500,000 Shares (subject to reallocation)
Number of International Placing Shares : 112,500,000 Shares (subject to reallocation and the Over-allotment Option)
Maximum Offer Price : HK\$3.59 per Offer Share plus brokerage of 1%, Hong Kong Stock Exchange trading fee of 0.005% and SFC transaction levy of 0.003% (payable in full on application in Hong Kong dollars and subject to refund)
Stock code : 1390

全球發售

全球發售的發售股份數目 : 125,000,000股股份(視乎超額配股權行使與否而定)
香港發售股份數目 : 12,500,000股股份(可予重新分配)
國際配售股份數目 : 112,500,000股股份(可予重新分配及視乎超額配股權行使與否而定)
最高發售價 : 每股發售股份3.59港元，另加1%經紀佣金、0.005%香港聯交所交易費及0.003%證監會交易徵費
股份代號 : 1390

Please read carefully the prospectus of econtext Asia Limited dated December 6, 2013 (the “Prospectus”) (in particular, the section on “How to Apply for Hong Kong Offer Shares” and “Structure of the Global Offering” in the Prospectus) and the guide on the back of this Application Form before completing this Application Form. Terms defined in the Prospectus have the same meaning when used in this Application Form unless defined herein.

Neither this Application Form nor the Prospectus constitutes an offer to sell or the solicitation of an offer to buy any Hong Kong Offer Shares in any jurisdiction other than Hong Kong. The Hong Kong 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.

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.

Hong Kong Exchanges and Clearing Limited, The Stock Exchange of Hong Kong Limited (the “Hong Kong Stock Exchange”), Hong Kong Securities Clearing Company Limited (“HKSCC”) and the Securities and Futures Commission of Hong Kong (the “SFC”) and the Registrar of Companies of Hong Kong take no responsibility for the contents of these documents.

Your attention is drawn to the section headed “Personal Data” below which sets out the policies and practices of the Company and its Share Registrar in relation to personal data and compliance with the Personal Data (Privacy) Ordinance.

To: econtext Asia Limited
Daiwa Capital Markets Hong Kong Limited
The Hong Kong Underwriters

在填寫本申請表格前，請細閱環亞智富有限公司日期為二零一三年十二月六日的招股章程(「招股章程」)，尤其是招股章程「如何申請香港發售股份」及「全球發售的架構」兩節，以及本申請表格背面的指引。除非另有界定，否則本申請表格所用詞語與招股章程所界定者具相同涵義。

本申請表格或招股章程概不構成在香港以外任何司法權區要約出售或游說要約購買任何香港發售股份。若無根據美國證券法登記或豁免登記，香港發售股份概不得在美國境內提成發售或出售。

在任何根據有關司法權區法律不得發送或派發或複製本申請表格及招股章程之司法權區內，本申請表格及招股章程概不得以任何方式發送或派發或複製(全部或部分)。

香港交易及結算所有限公司、香港聯合交易所有限公司(「香港聯交所」)、香港中央結算有限公司(「香港結算」)、香港證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。

閣下請留意下文「個人資料」一節，當中載有本公司及其股份過戶登記處有關個人資料及遵守個人資料(私隱)條例的政策及措施。

致：環亞智富有限公司
大和資本市場香港有限公司
香港包銷商

1 We confirm that we have (i) complied with the Guidelines for Electronic Public Offering and the Operational Procedures for HK eIPO White Form Applications submitted via Banks/Stockbrokers and all applicable laws and regulations (whether statutory or otherwise) in relation to the provision of our HK eIPO White Form services in connection with the Hong Kong Public Offering; and (ii) read the terms and conditions and application procedures set out in the Prospectus and this Application Form and agree to be bound by them. Applying on behalf of each of the underlying applicants to whom this application relates, we:

吾等確認，吾等已(i)遵守電子公開發售指引及透過銀行/股票經紀遞交網上白表申請的運作程序以及與吾等就香港公開發售提供網上白表服務有關的所有適用法例及規例(法定或其他)；及(ii)細閱招股章程及本申請表格所載的條款及條件及申請手續，並同意受其約束。為代表與本申請有關的各相關申請人作出申請，吾等：

- 按照招股章程及本申請表格的條款及條件申請以下數目的香港發售股份；
- 隨附申請香港發售股份所需的全數付款(包括1%經紀佣金、0.003%證監會交易徵費及0.005%聯交所交易費)；
- 確認相關申請人已承諾及同意接納彼等根據本申請所申請的香港發售股份，或彼等根據本申請獲分配的任何較少數目香港發售股份；
- 明白本公司及獨家全球協調人將依賴本聲明及陳述，以決定是否因應本申請而分配任何香港發售股份；
- 授權本公司將相關申請人的姓名或香港結算代理人的姓名/名稱列入本公司股東名冊內，作為相關申請人所獲配發任何香港發售股份的持有人，並授權本公司及/或其代理人以普通郵遞方式按照申請表格所示地址，向相關申請人或(如屬聯名申請人)向排名首位的申請人寄發任何股票及/或任何電子自動退款指示及/或任何退款支票，郵誤風險概由相關申請人自行承擔，除非相關申請人已選擇親身領取股票及/或退款支票；
- 要求將任何電子自動退款指示發送到相關申請人以單一銀行賬戶繳交申請股款的申請付款銀行賬戶內；
- 要求任何以多個銀行賬戶繳交申請股款的相關申請人的任何退款支票以相關申請人為抬頭人；
- 確認各相關申請人已細閱本申請表格及招股章程所載的條款、條件及申請手續，並同意受其約束；
- 聲明、保證及承諾向各相關申請人或由各相關申請人或為其利益而提出本申請的人士配發或申請認購香港發售股份，不會引致本公司須從香港以外任何地區的任何法律或規例的任何規定(不論是否具有法律效力)；及
- 同意本申請、對本申請的任何接納及據此訂立的合約將受香港法例管轄及按其詮釋。

Signature 簽名	Date 日期
Name of applicant 申請人姓名	Capacity 身份

2 We, on behalf of the underlying applicants, offer to purchase 吾等(代表相關申請人)提出認購

Total number of Shares 股份總數

Hong Kong Offer Shares on behalf of the underlying applicants whose details are contained in the read-only CD-ROM submitted with this Application Form. 代表相關申請人提出認購的香港發售股份(申請人的詳細資料載於連同本申請表格遞交的唯讀光碟)。

3 A total of 隨附合共
are enclosed for a total sum of 總金額為

	cheque(s) 張支票
HK\$	港元

Cheque Number(s) 支票編號

4 Please use BLOCK letters 請用正楷填寫

Name of HK eIPO White Form Service Provider 網上白表服務供應商名稱	HK eIPO White Form Service Provider ID 網上白表服務供應商身份證號碼		
Chinese Name 中文名稱			
Name of contact person 聯絡人姓名	Contact number 聯絡號碼	Fax number 傳真號碼	
Address 地址	For Broker use 此欄供經紀填寫 Lodged by 申請由以下經紀遞交		
	Broker No. 經紀號碼		
	Broker's Chop 經紀印章		

For bank use 此欄供銀行填寫

GUIDE TO COMPLETING THIS APPLICATION FORM

References to boxes below are to the numbered boxes on the Application Form

1 Sign and date the Application Form in Box 1. Only a written signature will be accepted.

The name and the representative capacity of the signatory should also be stated.

To apply for Hong Kong Offer Shares using this Application Form, you must be named in the list of **HK eIPO White Form** Service Providers who may provide **HK eIPO White Form** services in relation to the Hong Kong Public Offering which was released by the SFC.

2 Put in Box 2 (in figures) the total number of Hong Kong Offer Shares for which you wish to apply on behalf of the underlying applicants.

Applicant details of the underlying applicants on whose behalf you are applying must be contained in read-only CD-ROM format submitted together with this Application Form.

Enable of Multiple and Payments (Please refer to white form)

3 Complete your payment details in Box 3.

You must state in this box the number of cheque(s) you are enclosing together with this Application Form; and you must state on the reverse of each of those cheque(s) (i) your **HK eIPO White Form** Service Provider ID and (ii) the file number of the data file containing application details of the underlying applicant(s).

The dollar amount(s) stated in this box must be equal to the amount payable for the total number of Hong Kong Offer Shares applied for in Box 2.

All cheque(s) and this Application Form together with a sealed envelope containing the CD-ROM, if any, must be placed in the envelope bearing your company chop. For payments by cheque, the cheque must:

- be in Hong Kong dollars;
- be drawn on a Hong Kong dollar bank account in Hong Kong;
- show your (or your nominee's) account number;
- be made payable to "Bank of China (Hong Kong) Nominees Limited — econtext Asia Public Offer";
- be crossed "Account Payee Only";
- not be post dated; and
- be signed by the authorized signatories of the **HK eIPO White Form** Service Provider.

Your application may be rejected if any of these requirements is not met or if the cheque is dishonored on its first presentation.

It is your responsibility to ensure that details on the cheque(s) submitted correspond with the application details contained in the CD-ROM or data file submitted in respect of this application. The Company and the Sole Global Coordinator have full discretion to reject any applications in the case of discrepancies.

No receipt will be issued for sums paid on application.

4 Insert your details in Box 4 (using BLOCK letters).

You should write your name, **HK eIPO White Form** Service Provider ID and address in this box. you should also include the name and telephone number of the contact person at your place of business and where applicable, the Broker No. and Broker's Chop.

Personal Data

Personal Information Collection Statement

This Personal Information Collection Statement informs the applicant for, and holder of, Hong Kong Offer Shares, of the policies and practices of the Company and its 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 Share Registrar when applying for securities or transferring securities into or out of their names or in procuring the services of the 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 Share Registrar to effect transfers or otherwise render their services. It may also prevent or delay registration or transfers of the Hong Kong Offer Shares which you have successfully applied for and/or the dispatch 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 Share Registrar immediately of any inaccuracies in the personal data supplied.

2. Purposes

The personal data of the securities holders may be held and processed 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 Hong Kong 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 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 Share Registrar relating to the securities holders will be kept confidential but the Company and its 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 bankers 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 Share Registrar in connection with their respective business operation;
- the Hong Kong 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. Access to and correction of personal data

Securities holders have the right to ascertain whether the Company or the 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 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 the privacy compliance officer of the Share Registrar.

By signing an Application Form or by giving electronic application instructions to HKSCC, you agree to all of the above.

DELIVERY OF THIS APPLICATION FORM

This completed Application Form, together with the appropriate cheque(s) must be submitted to one of the following Receiving Bank branches by: 4:00 p.m. on Wednesday, December 11, 2013:

Bank of China (Hong Kong) Limited
1/F, BOC Cheung Sha Wan Building,
194-200 Cheung Sha Wan Road,
Kowloon

填寫本申請表格的指引

下文各欄提述的號碼乃本申請表格中各欄的編號

1 在申請表格欄1簽署及填上日期。只接受親筆簽名。

亦須註明簽署人的姓名／名稱及代表身份。

如欲使用本申請表格申請認購香港發售股份，閣下須為名列於證監會公佈的網上白表服務供應商名單內可以就香港公開發售提供網上白表服務的供應商。

2 在欄2填上 閣下欲代表相關申請人申請認購的香港發售股份總數(以數字填寫)。

閣下代相關申請人作出申請的申請資料，須包含於連同本申請表格一併遞交的唯一讀光碟格式內。

倍數及付款(請參閱白表)

3 在欄3填上 閣下付款的詳細資料。

閣下必須在本欄註明 閣下連同本申請表格隨附的支票數目；及 閣下必須在每張支票的背面註明(i) 閣下的**網上白表服務**供應商身份證號碼；及(ii)載有相關申請人之申請資料的資料檔案的檔案編號。

本欄所註明的金額必須與欄2所申請認購的香港發售股份總數應付的金額相同。

所有支票及本申請表格連同裝有唯讀光碟的密封信封(如有)必須放進蓋有 閣下公司印章的信封內。如以支票繳付股款，該支票必須：

- 為港元支票；
- 由在香港的港元銀行賬戶開出；
- 顯示 閣下(或 閣下代名人)的賬戶名稱；
- 註明抬頭人為「中國銀行(香港)代理有限公司 — econtext Asia 公開發售」；

• 劃線註明「只准抬頭人賬戶」；

- 不得為期票；及
- 由**網上白表服務**供應商的授權簽署人簽署。

倘未能符合任何此等規定或倘支票首次過戶不獲兌現，閣下的申請可能會遭拒絕受理。

閣下有責任確保所遞交的支票上的詳細資料與就本申請遞交的唯讀光碟或資料檔案所載的申請詳細資料相同。倘出現差異，本公司及獨家全球協調人有絕對酌情權拒絕接受任何申請。

申請時繳付的款項將不會獲發收據。

4 在欄4填寫 閣下的詳細資料(用正楷填寫)。

閣下必須在本欄填上 閣下的姓名／名稱、**網上白表服務**供應商身份證明號碼及地址。閣下亦必須填寫 閣下營業地點的聯絡人士的姓名及電話號碼及(如適用)經紀號碼並蓋上經紀印章。

個人資料

個人資料收集聲明

此份個人資料收集聲明是向股份申請人及持有人說明本公司及其股份過戶登記處有關個人資料及香港法例第486章個人資料(私隱)條例(「**條例**」)的政策及措施。

1. 收集 閣下個人資料的原因

證券申請人或證券登記持有人申請證券或將證券轉往其名下，或將名下證券轉讓予他人，或要求股份過戶登記處提供服務時，須不時向本公司或其代理人及股份過戶登記處提供正確的個人資料。

若未能提供所需資料，可能會導致 閣下的證券申請遭拒絕受理或本公司或其股份過戶登記處延遲或無法進行過戶或提供服務，亦可能妨礙或延誤 閣下成功申請的香港發售股份的登記或過戶及／或妨礙或延誤寄發股票及／或寄發 閣下應得的退款支票。

證券持有人提供的個人資料如有任何不確，必須即時知會本公司及股份過戶登記處。

2. 用途

證券持有人的個人資料可以任何方式被持有及處理，以作下列用途：

- 處理 閣下的申請及退款支票(如適用)，核實是否遵守本申請表格及招股章程所載條款及申請手續以及公佈香港發售股份的分配結果；
- 使香港及其他地方的一切適用法律及法規得到遵守；
- 登記新發行證券或為證券持有人轉往其名下或由其名下轉讓予他人的證券，包括以香港結算代理人的名義登記(如適用)；
- 保存或更新本公司證券持有人名冊；
- 核對證券持有人的身份；
- 確定本公司證券持有人可獲取利益(例如股息、供股及紅股)的資格；

- 寄發本公司及其附屬公司的通訊資料；
- 編製統計資料及股東資料；
- 披露有關資料以便作出權益索償；及
- 與上述有關的任何其他附帶或相關用途及／或致使本公司及股份過戶登記處能夠履行彼等對證券持有人及／或監管機構的義務及證券持有人不時同意的任何其他用途。

3. 轉交個人資料

本公司及股份過戶登記處會將其持有證券持有人的個人資料保密，但本公司及其股份過戶登記處可能會就上述用途或上述任何用途作出彼等認為必要的查詢以確認個人資料的準確性，尤其可能會向下列任何及所有人士及實體披露、索取或轉交證券持有人的個人資料(不論在香港或外地)：

- 本公司委任的代理，例如財務顧問、收款銀行及主要海外股份過戶登記處；

- 倘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，彼等將就運作中央結算系統而使用個人資料；
- 向本公司或股份過戶登記處提供與其各自業務運作有關的行政、電訊、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；

- 香港聯交所、證監會及任何其他法定監管或政府機關或按法律、規則或規例的另外要求；及
- 與證券持有人有或擬有業務往來的任何其他人士或機構，例如銀行、律師、會計師或股票經紀等。

4. 查閱及更正個人資料

證券持有人有權確定本公司或股份過戶登記處是否持有其個人資料、索取有關資料副本及更正任何不確的資料。本公司及股份過戶登記處有權就處理任何查閱資料的要求收取合理費用。

所有關於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送交公司秘書，或向股份過戶登記處的個人資料私隱事務主任提出。

閣下簽署申請表格或向香港結算發出電子申請指示，即表示同意上述各項。

遞交本申請表格

經填妥的本申請表格，連同相關支票須於二零一三年十二月十一日(星期三)下午四時正之前，送達下列收款銀行分行：

中國銀行(香港)有限公司
九龍長沙灣道194-200號
中銀長沙灣大樓1樓