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econtext Asia Limited
環亞智富有限公司
(incorporated in Hong Kong with limited liability)
(Stock Code: 1390)

FULL EXERCISE OF THE OVER-ALLOTMENT OPTION

The Company announces that the Over-allotment Option was exercised in full by the Sole Global Coordinator, on behalf of the International Underwriters, on January 9, 2014 to require the Company to issue 18,750,000 additional Shares (the **Over-allotment Shares**), representing approximately 15% of the Offer Shares initially available under the Global Offering, to cover over-allocations in the International Offering. The Over-allotment Shares will be issued by the Company at HK\$3.59 per Share (excluding brokerage of 1%, SFC transaction levy of 0.003% and Stock Exchange trading fee of 0.005%), being the Offer Price per Offer Share under the Global Offering.

This announcement is made pursuant to section 9(1) of the Securities and Futures (Price Stabilizing) Rules (Chapter 571W of the Laws of Hong Kong).

FULL EXERCISE OF THE OVER-ALLOTMENT OPTION

The Company announces that the Over-allotment Option was exercised in full by the Sole Global Coordinator, on behalf of the International Underwriters, on January 9, 2014 to require the Company to allot and issue 18,750,000 additional Shares, representing approximately 15% of the Offer Shares initially available under the Global Offering, to cover over-allocations in the International Offering.

The Over-allotment Shares will be allotted and issued by the Company at HK\$3.59 per Share (excluding brokerage of 1%, SFC transaction levy of 0.003% and Stock Exchange trading fee of 0.005%), being the Offer Price per Offer Share under the Global Offering.

Pursuant to the stock borrowing agreement dated December 12, 2013 entered into between Digital Garage and the Stabilizing Manager, the Stabilizing Manager has borrowed 18,750,000 Shares from Digital Garage to cover over-allocations in the International Offering. The Over-allotment Shares will be used to facilitate the return to Digital Garage of the borrowed Shares, which were used solely to cover over-allocations in the International Offering.

Approval for the listing of, and permission to deal in, the Over-allotment Shares has already been granted by the Listing Committee of the Stock Exchange. Listing of and dealings in such Over-allotment Shares are expected to commence on the Main Board of the Stock Exchange at 9:00 a.m. on January 13, 2014.

The shareholding structure of the Company immediately before and immediately after the full exercise of the Over-allotment Option and the issue of the Over-allotment Shares is as follows:

	Immediately before the issue of the Over-allotment Shares		Immediately after the issue of the Over-allotment Shares	
	Number of Shares	Approximate percentage of the Company's issued share capital	Number of Shares	Approximate percentage of the Company's issued share capital
Digital Garage, Inc.	301,874,998	60.4%	301,874,998	58.2%
<i>Public Shareholders</i>				
Sumitomo Mitsui Card Company, Ltd	37,500,002	7.5%	37,500,002	7.2%
Credit Saison Co., Ltd	28,125,000	5.6%	28,125,000	5.4%
Other public Shareholders	132,500,000	26.5%	151,250,000	29.2%
Total	<u>500,000,000</u>	<u>100.0%</u>	<u>518,750,000</u>	<u>100.0%</u>

Immediately before the full exercise of the Over-allotment Option, 39.60% of the issued share capital of the Company was held by the public. Such shareholding percentage will be increased to approximately 41.8% immediately after the full exercise of the Over-allotment Option. This satisfies the minimum public float percentage prescribed under Rule 8.08(1)(a) of the Listing Rules.

After deduction of the underwriting fees and commissions, the Company will receive additional net proceeds of approximately HK\$64.9 million from the sale of the Over-allotment Shares. The Company will use the additional net proceeds for the same purposes as set out in the section entitled “Use of Proceeds” in the Prospectus on a pro rata basis.

A further announcement will be made by the Company after the end of the stabilization period in connection with the Global Offering pursuant to Section 9(2) of the Securities and Futures (Price Stabilizing) Rules (Chapter 571W of the Laws of Hong Kong).

By order of the Board
econtext Asia Limited
Kaoru Hayashi
Chairman

Hong Kong, January 9, 2014

As of the date of this announcement, the Board comprises Kaoru Hayashi (Chairman), Takashi Okita, Tomohiro Yamaguchi and Keizo Odori as executive Directors; Joi Okada and Adam David Lindemann as non-executive directors; and Mamoru Ozaki, Toshio Kinoshita and Takao Nakamura as independent non-executive Directors.