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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)

UNUSUAL PRICE AND TRADING VOLUME MOVEMENTS AND CLARIFICATION OF PRESS ARTICLES

This announcement is made pursuant to Rule 13.10 of the Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and at the request of the Stock Exchange.

The board of directors (the “**Board**”) of econtext Asia Limited (the “**Company**”) has noted the increases in the price and trading volume of the shares of the Company. Having made such enquiry with respect to the Company as is reasonable in the circumstances, the Board confirms that, save as disclosed below, it is not aware of any reasons for these price or volume movements or of any information which must be announced to avoid a false market in the Company’s securities or of any inside information that needs to be disclosed under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board has noted certain press articles published recently in relation to a collaboration with ALL IN PAY Network Services Co., Ltd. (“**All In Pay**”). The Company clarifies that, on 29 December 2014, the Company entered into a cross-border payment business cooperation agreement with All In Pay, a third party independent of the Company and its connected persons (as defined under the Listing Rules), to establish a cooperative and mutually beneficial relationship in order for the cross-border online payment business. This is merely a cooperation agreement and does not constitute any notifiable transaction or connected transaction under the Listing Rules. If there is any updated information, the Company will make a further announcement when appropriate in accordance with the applicable Listing Rules.

This announcement is made by the order of the Company. The Board collectively and individually accepts responsibility for the accuracy of this announcement.

By order of the Board
econtext Asia Limited
Kaoru Hayashi
Chairman

Hong Kong, 30 December 2014

As at 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 Toshio Kinoshita, Takao Nakamura and Toshiyuki Fushimi as independent non-executive directors.