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**Doumob**

**豆盟科技有限公司**

*(incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 1917)**

**DISCLOSEABLE TRANSACTIONS  
JOINT INVESTMENT AGREEMENT OF INTERACTIVE DRAMA AND  
ITS SUPPLEMENTAL AGREEMENT AND  
LICENSE AGREEMENT OF COPYRIGHT OF INTERNET DRAMA**

On 23 August 2019, the Joint Investment Agreement of Interactive Drama was entered into between Doumob Technology (an indirectly wholly-owned subsidiary of the Company) and Zhongyi Boyue, pursuant to which Doumob Technology agreed to, together with Zhongyi Boyue, participate in the investment of the Interactive Drama and Doumob Technology shall contribute an amount of RMB7,800,000. As all of the applicable percentage ratios in respect of the Joint Investment Agreement of Interactive Drama were below 5%, the Joint Investment Agreement of Interactive Drama and the transactions contemplated thereunder were exempt from the requirement of Chapter 14 of the Listing Rules.

On 16 September 2019, Doumob Technology (as licensee) entered into the License Agreement of Copyright of Internet Drama with Zhongyi Boyue (as licensor), pursuant to which Zhongyi Boyue grants an exclusive license to Doumob Technology for the copyright of the scripts of the Internet Drama, and Doumob Technology has agreed to pay a total license fee of RMB7,680,000 to Zhongyi Boyue. Pursuant to Rule 14.22 of the Listing Rules, the relevant applicable percentage ratios of the Joint Investment Agreement of Interactive Drama and the License Agreement of Copyright of Internet Drama are required to be aggregated. As all of the aggregated applicable percentage ratios in respect of the Joint Investment Agreement of Interactive Drama and the License Agreement of Copyright of Internet Drama were below 5%, the Joint Investment Agreement of Interactive Drama and the License Agreement of Copyright of Internet Drama and the transactions contemplated thereunder were exempt from the requirement of Chapter 14 of the Listing Rules.

The Board is pleased to announce that on 7 January 2020 (after trading hours), the Supplemental Agreement was entered into between Doumob Technology and Zhongyi Boyue, pursuant to which Doumob Technology agreed to contribute an additional amount of RMB4,200,000 to the investment of the Interactive Drama. Pursuant to Rule 14.22 of the Listing Rules, the relevant applicable percentage ratios of the Joint Investment Agreement of Interactive Drama, the License Agreement of Copyright of Internet Drama and the Supplemental Agreement are required to be aggregated. As one or more of the applicable percentage ratios in respect of the Agreements, when aggregated, are more than 5% but less than 25%, the Agreements and the transactions contemplated thereunder constitute discloseable transactions of the Company and are subject to the reporting and announcement requirements but exempt from the Shareholders' approval requirement under Chapter 14 of the Listing Rules.

### **JOINT INVESTMENT AGREEMENT OF INTERACTIVE DRAMA**

On 23 August 2019, Doumob Technology (an indirectly wholly-owned subsidiary of the Company) entered into the Joint Investment Agreement of Interactive Drama with Zhongyi Boyue, pursuant to which Doumob Technology agreed to, together with Zhongyi Boyue, participate in the investment of the Interactive Drama and Doumob Technology shall contribute an amount of RMB7,800,000.

Principal terms of the Joint Investment Agreement of Interactive Drama are summarized below:

- Date: 23 August 2019
- Parties: (1) Doumob Technology; and  
(2) Zhongyi Boyue
- Information of the Interactive Drama: (1) Title: *Show It! Doumob* (出招吧! 豆盟);  
(2) Episodes: 12 episodes for the first season and 15 minutes for each episode, but shall be subject to the actuality of broadcasting;  
(3) Starting time: 8 February 2020;  
(4) Tentative production period: 240 days, from 8 February 2020 to 10 October 2020.
- Investment amount: Doumob Technology shall contribute RMB7,800,000.

Distribution of profits: Doumob Technology is entitled to obtain 48% of the profits generated from the Interactive Drama while Zhongyi Boyue is entitled to obtain the remaining 52%.

Governing law: PRC law

## **LICENSE AGREEMENT OF COPYRIGHT OF INTERNET DRAMA**

On 16 September 2019, Doumob Technology (as licensee) entered into the License Agreement of Copyright of Internet Drama with Zhongyi Boyue (as licensor), pursuant to which Zhongyi Boyue grants an exclusive license to Doumob Technology for the copyright of the scripts of the Internet Drama, and Doumob Technology has agreed to pay a total license fee of RMB7,680,000 to Zhongyi Boyue.

Principal terms of the License Agreement of Copyright of Internet Drama are summarized below:

Date: 16 September 2019

Parties: (1) Doumob Technology (as licensee); and  
(2) Zhongyi Boyue (as licensor)

Licensing copyright: the copyright of the scripts of the internet drama titled as *Special Detective Team* (心魔獵手), the details of the copyright are as follows:

- (1) Copyright owner: Zhongyi Boyue;
- (2) Completion time: 6 August 2015;
- (3) Registration No.: Guo Zuo Deng Zi-2015-A-00233035 (國作登字-2015-A-00233035);
- (4) Publication: not published

Licensing scope	<p>(1) Adaptation right (改編權): after fully paid the licensing fee, Doumob Technology is entitled to make necessary changes to the contents of the scripts of the Internet Drama when producing it. However, such adaptation shall not deteriorate the completeness of the scripts and shall not distort or manipulate the original intention of the scripts.</p> <p>(2) Production right (攝製權): Doumob Technology is entitled to produce internet drama based on the scripts.</p> <p>(3) Publishing right (發行權): after completion of the production, Doumob Technology is entitled to show the internet drama in public and enjoy all the profits generated from the internet drama.</p>
License fee:	RMB7,680,000
Term:	five years, from 16 September 2019 to 15 September 2024
Governing law	PRC law

## SUPPLEMENTAL AGREEMENT

On 7 January 2020 (after trading hours), Doumob Technology entered into the Supplemental Agreement with Zhongyi Boyue, pursuant to which Doumob Technology agreed to, contribute an additional amount of RMB4,200,000 to the investment of the Interactive Drama.

Principal terms of the Supplemental Agreement are summarized below:

Date:	7 January 2020
Parties:	<p>(1) Doumob Technology; and</p> <p>(2) Zhongyi Boyue</p>
Change of the Title of the Interactive Drama:	The original title of the Interactive Drama is <i>Show It! Doumob</i> (出招吧! 豆盟), the parties has agreed to change the title to <i>Light Chasers</i> (蝸牛愛上鷹).
Change of investment amount:	Doumob Technology shall contribute an additional amount of RMB4,200,000. The total investment amount from Doumob Technology is changed from RMB7,800,000 to RMB12,000,000.

Change of distribution of profits: Doumob Technology is entitled to obtain 80% of the profits generated from the Interactive Drama while Zhongyi Boyue is entitled to obtain the remaining 20%.

Governing law: PRC law

## **REASONS FOR AND BENEFITS OF ENTERING INTO THE AGREEMENTS**

By entering into the Agreements, the Group intends to supplement the content genre for the short video cloud business, expand the brand awareness, and provide support for the marketing of the main business. The considerations under the Agreements were determined based on the arm's length negotiations between the parties. The Directors (including independent non-executive Directors) are therefore of the view that the terms of the Agreements are fair and reasonable and are in the interests of the Group and its Shareholders as a whole.

## **INFORMATION OF THE PARTIES**

The Company is a company incorporated in the Cayman Islands with limited liability, and the shares of the Company are listed on the Main Board of the Stock Exchange. The Company is principally engaged in the business of mobile advertising.

The principal activity of Doumob Technology is online sales services.

Zhongyi Boyue is a company established in the PRC with limited liability. The principal business of Zhongyi Boyue includes but not limited to the production of original script and TV programs.

To the best of the Directors' knowledge, information and belief and having made all reasonable enquiries, Zhongyi Boyue and its ultimate beneficial owners are Independent Third Parties.

## **LISTING RULES IMPLICATIONS**

As all the applicable percentage ratios in respect of the Joint Investment Agreement of Interactive Drama were below 5%, the Joint Investment Agreement of Interactive Drama and the transactions contemplated thereunder were exempt from the requirements of Chapter 14 of the Listing Rules.

Pursuant to Rule 14.22 of the Listing Rules, the relevant applicable percentage ratios of the Joint Investment Agreement of Interactive Drama and the License Agreement of Copyright of Internet Drama are required to be aggregated. As all of the aggregated applicable percentage ratios in respect of the Joint Investment Agreement of Interactive Drama and the License Agreement of Copyright of Internet Drama were below 5%, the Joint Investment Agreement of Interactive Drama and the License Agreement of Copyright of Internet Drama and the transactions contemplated thereunder were exempt from the requirement of Chapter 14 of the Listing Rules.

Pursuant to Rule 14.22 of the Listing Rules, the relevant applicable percentage ratios of the Agreement are required to be aggregated. As one or more of the applicable percentage ratios in respect of the Agreements, when aggregated, are more than 5% but less than 25%, the Agreements and the transactions contemplated thereunder constitute discloseable transactions of the Company and are subject to the reporting and announcement requirements but exempt from the Shareholders' approval requirement under Chapter 14 of the Listing Rules.

## DEFINITIONS

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

“Board”	the board of Directors of the Company
“Company”	Doumob, an exempted company incorporated under the laws of the Cayman Islands with limited liability on 26 March 2018
“Director(s)”	the director(s) of the Company
“Doumob Technology”	Doumob (Beijing) Technology Co., Ltd. (豆盟(北京)科技股份有限公司), a company incorporated under the laws of the PRC with limited liability on 25 July 2013 and one of our subsidiaries
“Group”	the Company and its subsidiaries
“Hong Kong”	the Hong Kong Special Administrative Region of the PRC
“Interactive Drama”	the drama titled as <i>Light Chasers</i> (蝸牛愛上鷹), and formerly titled as <i>Show It! Doumob</i> (出招吧! 豆盟)
“Internet Drama”	the drama titled as <i>Special Detective Team</i> (心魔獵手)
“Joint Investment Agreement of Interactive Drama”	the Joint Investment Agreement of the Interactive Drama of Show It! Doumob (互動劇《出招吧! 豆盟》聯合投資協議), entered into between Doumob Technology and Zhongyi Boyue on 23 August 2019
“License Agreement of Copyright of Internet Drama”	the License Agreement of the Copyright of the Scripts of Internet Drama (網絡劇劇本著作權許可使用合同書), entered into between Doumob Technology and Zhongyi Boyue on 16 September 2019
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange
“PRC”	the People's Republic of China

“RMB”	Renminbi, the lawful currency of PRC
“Shareholder(s)”	the shareholders of the Company
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“Supplemental Agreement”	the First Supplemental Agreement to the Joint Investment Agreement of the Interactive Drama of Show It! Doumob (互動劇《出招吧！豆盟》聯合投資協議之補充協議(一)), entered into between Doumob Technology and Zhongyi Boyue on 7 January 2020
“the Agreements”	the Joint Investment Agreement of Interactive Drama, the License Agreement of Copyright of Internet Drama and the Supplemental Agreement
“Zhongyi Boyue”	Beijing Zhongyi Boyue Culture Media Company Limited (北京中藝博悅文化傳媒有限公司), a company established in the PRC with limited liability
“%”	Percentage

By order of the Board

**Doumob**

**YANG Bin**

*Chairman and Executive Director*

Beijing, PRC, 7 January 2020

*As at the date of this announcement, the executive directors of the Company are Mr. Yang Bin, Mr. Huang Kewang and Ms. Zhou Zoe; the non-executive director of the Company is Ms. Wang Ge; and the independent non-executive directors of the Company are Mr. Chan Yiu Kwong, Mr. Liu Binghai and Mr. Wang Yingzhe.*