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*Unless otherwise defined herein, capitalised terms used in this announcement shall have the same meanings as those defined in the prospectus dated 30 June 2020 (the “**Prospectus**”) issued by Sino-Entertainment Technology Holdings Limited (the “**Company**”).*

This announcement is for information purposes only and does not constitute an offer or an invitation to induce an offer by any person to acquire, purchase or subscribe for securities. Potential investors should read the Prospectus for detailed information about the Company and the Global Offering described below before deciding whether or not to invest in the Offer Shares.

*This announcement is not for release, publication, distribution, directly or indirectly, in or into the United States (including its territories and possessions, any state of the United States and the District of Columbia). This announcement does not constitute or form a part of any offer or solicitation to purchase or subscribe for securities in the United States or in any other jurisdiction. The Offer Shares have not been and will not be registered under the U.S. Securities Act of 1933, as amended from time to time (the “**U.S. Securities Act**”) or securities law of any state or other jurisdiction of the United States and may not be offered, sold, pledged or transferred within the United States, except in transactions exempt from, or not subject to, the registration requirements of the U.S. Securities Act.*

*In connection with the Global Offering, Huajin (Securities) International Limited, as stabilising manager (the “**Stabilising Manager**”), its affiliates or any person acting for it, on behalf of the Underwriters, may effect transactions with a view to stabilising or supporting the market price of the Shares at a level higher than that which might otherwise prevail for a limited period after the Listing Date. However, there is no obligation on the Stabilising Manager, its affiliates or any person acting for it to conduct any such stabilising action, which, if commenced, may be discontinued at any time at the Stabilising Manager’s sole discretion and in any event, within 30 days from the last day for lodging of applications under the Hong Kong Public Offering. Such stabilisation action, if commenced, may be effected in all jurisdictions where it is permissible to do so, in each case in compliance with all applicable laws, rules and regulatory requirements, including the Securities and Futures (Price Stabilizing) Rules (Chapter 571W of the Laws of Hong Kong), as amended, made under the SFO.*

Potential investors should be aware that stabilising action cannot be taken to support the price of the Shares for longer than the stabilisation period which begins on the Listing Date and is expected to expire on Wednesday, 5 August 2020, being the 30th day after the last day for lodging applications under the Hong Kong Public Offering. After this date, no further stabilising action may be taken, and demand for the Shares and the price of the Shares could fall.



SINO-ENTERTAINMENT TECHNOLOGY HOLDINGS LIMITED

新娛科控股有限公司

(Incorporated in the Cayman Islands with limited liability)

GLOBAL OFFERING

- Total number of Offer Shares** : 100,000,000 Shares comprising
76,000,000 new Shares and
24,000,000 Sale Shares (subject to the
Over-allotment Option)
- Number of Hong Kong Offer Shares** : 10,000,000 Shares
(subject to adjustment)
- Number of International Offer Shares** : 90,000,000 Shares comprising
66,000,000 new Shares and
24,000,000 Sale Shares (subject to
adjustment and the
Over-allotment Option)
- Maximum Offer Price** : HK\$1.87 per Offer Share plus
brokerage of 1%, SFC transaction
levy of 0.0027% and Stock Exchange
trading fee of 0.005% (payable in full
on application and subject to refund)
- Nominal value** : US\$0.0001 per Share
- Stock code** : 6933

Sole Sponsor



Joint Global Coordinators, Joint Bookrunners and Joint Lead Managers



Joint Bookrunners



An application has been made by the Company to the Listing Committee of the Stock Exchange for the listing of, and permission to deal in, (i) the Shares in issue; (ii) the Shares to be issued pursuant to the Global Offering (including the Shares that may be issued pursuant to the exercise of the Over-allotment Option); (iii) the Shares to be issued pursuant to the Capitalisation Issue; and (iv) the Shares to be issued pursuant to the exercise of any options that may be granted under the Share Option Scheme or as otherwise described in the Prospectus.

The Global Offering comprises the Hong Kong Public Offering of initially 10,000,000 Shares, representing approximately 10% of the total number of Offer Shares initially being offered in the Global Offering (subject to adjustment), and the International Offering of initially 90,000,000 Shares, comprising 66,000,000 new Shares and 24,000,000 Sale Shares, representing approximately 90% of the total number of Offer Shares initially being offered in the Global Offering (subject to adjustment and the Over-allotment Option).

The allocation of Offer Shares between the Hong Kong Public Offering and the International Offering is subject to reallocation as stated in the section headed “Structure and conditions of the Global Offering” in the Prospectus. In accordance with Guidance Letter HKEX-GL91-18 issued by the Stock Exchange, if such reallocation is conducted other than pursuant to Practice Note 18 of the Listing Rules, the maximum total number of Offer Shares that may be reallocated to the Hong Kong Public Offering following such reallocation shall be not more than 20,000,000 Offer Shares (representing approximately 20% of the total number of Offer Shares initially available under the Global Offering).

In connection with the Global Offering, the Company is expected to grant the Over-allotment Option to the International Underwriters, exercisable by the Joint Global Coordinators (for themselves and on behalf of the International Underwriters) at any time from the Listing Date until the 30th day after the last day for the lodging of applications in the Hong Kong Public Offering, to require the Company to allot and issue up to an aggregate of 15,000,000 additional Offer Shares, representing approximately 15% of the total number of Offer Shares initially available under the Global Offering, at the Offer Price, to cover the over-allocations in the International Offering, if any.

Assuming the Global Offering becomes unconditional at or before 8:00 a.m. in Hong Kong on Wednesday, 15 July 2020, it is expected that dealings in the Shares on the Stock Exchange will commence at 9:00 a.m. in Hong Kong on Wednesday, 15 July 2020. In the event that the Over-allotment Option is exercised, an announcement will be made on the website of the Company at www.dingliangame.com and the website of the Stock Exchange at www.hkexnews.hk.

Subject to the granting of the approval for the listing of, and permission to deal in, the Shares on the Stock Exchange and compliance with the stock admission requirements of HKSCC, the Shares will be accepted as eligible securities by HKSCC for deposit, clearance and settlement in CCASS with effect from the date of commencement of dealings in the Shares on the Stock Exchange or any other date as may be determined by HKSCC. Settlement of transactions between participants of the Stock Exchange is required to take place in CCASS on the second business day after any trading day. All activities under CCASS are subject to the General Rules of CCASS and CCASS Operational Procedures in effect from time to time. All necessary arrangements have been made to enable the Shares to be admitted into CCASS.

The Offer Price will not be more than HK\$1.87 per Offer Share and is expected to be not less than HK\$1.63 per Offer Share. Applicants for the Hong Kong Offer Shares are required to pay, upon application, the maximum Offer Price of HK\$1.87 for each Offer Share together with a brokerage fee of 1.0%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005%, subject to refund if the Offer Price as finally determined is less than HK\$1.87 per Offer Share.

Applications for the Hong Kong Offer Shares will only be considered on the basis of the terms and conditions set out in the Prospectus, the Application Forms and the designated website of the HK eIPO White Form service provider (www.hkeipo.hk and the IPO App). Applicants who would like to be issued the Hong Kong Offer Shares registered in their own names should complete and sign the **WHITE** Application Form or submit applications online through the designated website of the **HK eIPO White Form** Service Provider at www.hkeipo.hk or the **IPO App** (which can be downloaded by searching “**IPO App**” in App Store or Google Play Store or downloaded at www.hkeipo.hk/IPOApp or www.tricorglobal.com/IPOApp) under the **HK eIPO White Form** service. Applicants who would like to have the allocated Hong Kong Offer Shares issued in the name of HKSCC Nominees and deposited directly into CCASS for credit to their CCASS Investor Participant stock accounts or the stock accounts of their designated CCASS Participants should: (i) complete and sign the **YELLOW** Application Form, copies of which, together with copies of the Prospectus, may be obtained during normal business hours from 9:00 a.m. on Tuesday, 30 June 2020 until 12:00 noon on Monday, 6 July 2020 at the Depository Counter of HKSCC at 1/F, One & Two Exchange Square, 8 Connaught Place, Central, Hong Kong or from your stockbroker, who may have such Application Forms and Prospectus available; or (ii) give **electronic application instructions** to HKSCC via CCASS.

Copies of the Prospectus, together with the **WHITE** Application Forms, may be obtained during normal business hours from 9:00 a.m. on Tuesday, 30 June 2020, until 12:00 noon on Monday, 6 July 2020 (or such later date as may apply as described in the section headed “How to apply for the Hong Kong Offer Shares – 10. Effect of bad weather and/or extreme conditions on the opening of the application lists” in the Prospectus) from:

1. the following offices of the Hong Kong Underwriters:

Huajin Securities (International) Limited	Suite 1101, 11/F, Champion Tower 3 Garden Road Hong Kong
Zhongtai International Securities Limited	19/F Li Po Chun Chambers 189 Des Voeux Road Central Central Hong Kong
China Tonghai Securities Limited	18/F-19/F China Building 29 Queen’s Road Central Hong Kong
BOCOM International Securities Limited	15/F Man Yee Building 68 Des Voeux Road Central Hong Kong
Guosen Securities (HK) Capital Company Limited	Suites 3207-3212 on Level 32 One Pacific Place 88 Queensway Hong Kong
Soochow Securities International Brokerage Limited	Level 17, Three Pacific Place 1 Queen’s Road East Hong Kong
Orient Securities (Hong Kong) Limited	28th and 29th Floor 100 Queen’s Road Central Hong Kong
Eddid Securities and Futures Limited	23/F, YF Life Tower 33 Lockhart Road Wan Chai Hong Kong
Gransing Securities Co., Limited	Unit 2508, 25/F., Cosco Tower 183 Queen’s Road Central Hong Kong
GEO Securities Limited	Room 1707, Harcourt House 39 Gloucester Road Wanchai Hong Kong

2. any of the following branches of the receiving bank, Standard Chartered Bank (Hong Kong) Limited:

Region	Branch Name	Address
Hong Kong Island	Des Voeux Road Branch	Standard Chartered Bank Building, 4-4A, Des Voeux Road Central, Central
	Wanchai Southorn Branch	Shop C2 on G/F and 1/F to 2/F, Lee Wing Building, No. 156-162 Hennessy Road, Wanchai
Kowloon	Kwun Tong Branch	G/F & 1/F One Pacific Centre, 414 Kwun Tong Road, Kwun Tong
	68 Nathan Road Branch	Basement, Shop B1, G/F and M/F Golden Crown Court, 66-70 Nathan Road, Tsimshatsui
New Territories	Metroplaza Branch	Shop 473B, Level 4, Metroplaza, 223 Hing Fong Road, Kwai Fong, New Territories

Both **WHITE** and **YELLOW** Application Forms completed in all respects in accordance with the instructions printed thereon, to which cheques or banker's cashier orders payable to "**HORSFORD NOMINEES LIMITED – SINO-ENTERTAINMENT TECHNOLOGY PUBLIC OFFER**" should be securely stapled, should be deposited in the special collection boxes provided at any of the designated branches of the receiving bank referred to above on the following dates during the following times:

Tuesday, 30 June 2020 – 9:00 a.m. to 5:00 p.m.
Thursday, 2 July 2020 – 9:00 a.m. to 5:00 p.m.
Friday, 3 July 2020 – 9:00 a.m. to 5:00 p.m.
Saturday, 4 July 2020 – 9:00 a.m. to 1:00 p.m.
Monday, 6 July 2020 – 9:00 a.m. to 12:00 noon

The application lists will open from 11:45 a.m. to 12:00 noon on Monday, 6 July 2020 (or such later date as may apply in case of certain bad weather conditions as described in the section headed "How to apply for the Hong Kong Offer Shares – 10. Effect of bad weather and/or extreme conditions on the opening of the application lists" in the Prospectus).

Applicants applying via the **HK eIPO White Form** service may submit their applications through the designated website of the **HK eIPO White Form** service provider at www.hkeipo.hk or the **IPO App** (24 hours daily, except on the last application day) from 9:00 a.m. on Tuesday, 30 June 2020 until 11:30 a.m. on Monday, 6 July 2020 and the latest time for completing full payment of application monies in respect of such applications will be 12:00 noon on Monday, 6 July 2020 (or such later date as may apply as described in the section headed “How to apply for the Hong Kong Offer Shares – 10. Effect of bad weather and/or extreme conditions on the opening of the application lists” in the Prospectus).

CCASS Clearing/Custodian Participants can input **electronic application instructions** at the following times on the following dates⁽¹⁾:

Tuesday, 30 June 2020 – 9:00 a.m. to 8:30 p.m.
Thursday, 2 July 2020 – 8:00 a.m. to 8:30 p.m.
Friday, 3 July 2020 – 8:00 a.m. to 8:30 p.m.
Monday, 6 July 2020 – 8:00 a.m. to 12:00 noon

Note:

(1) These times are subject to change as HKSCC may determine from time to time with prior notification to CCASS Clearing/Custodian Participants and/or CCASS Investor Participants.

CCASS Investor Participants can input **electronic application instructions** from 9:00 a.m. on Tuesday, 30 June 2020 until 12:00 noon on Monday, 6 July 2020 (24 hours daily, exception on the last application day) or such later time as described in the section headed “How to apply for the Hong Kong Offer Shares – 10. Effect of bad weather and/or extreme conditions on the opening of the application lists” in the Prospectus.

Please refer to the sections headed “Structure and conditions of the Global Offering” and “How to apply for the Hong Kong Offer Shares” in the Prospectus for details of the conditions and procedures of the Hong Kong Public Offering.

The Company expects to publish the announcement on the level of applications in the Hong Kong Public Offering, the level of indications of interest in the International Offering and the basis of allocation of the Hong Kong Offer Shares on Tuesday, 14 July 2020 on the website of the Company at www.dingliangame.com and the website of the Stock Exchange at www.hkexnews.hk.

Results of allocations of the Hong Kong Public Offering, the Hong Kong identity card/passport/Hong Kong business registration numbers of successful applicants (where appropriate) and the number of Hong Kong Offer Shares successfully applied for under **WHITE** and **YELLOW** Application Forms, by **HK eIPO White Form** and by giving **electronic application instructions** to HKSCC via CCASS, will be made available through a variety of channels on Tuesday, 14 July 2020 as described in the section headed “How to apply for the Hong Kong Offer Shares – 11. Publication of results” in the Prospectus.

The Company will not issue temporary documents of title in respect of the Shares or receipt for application monies paid. Share certificates will only become valid documents of title provided that the Global Offering has become unconditional in all respects and the right of termination described in the section headed “Underwriting – Underwriting arrangements and expenses – Hong Kong Public Offering – Grounds for termination” in the Prospectus has lapsed, which is expected to be at 8:00 a.m. on Wednesday, 15 July 2020.

Assuming the Global Offering becomes unconditional at or before 8:00 a.m. in Hong Kong on Wednesday, 15 July 2020, dealings in the Shares on the Main Board of the Stock Exchange are expected to commence at 9:00 a.m. in Hong Kong on Wednesday, 15 July 2020. The Shares will be traded in board lots of 2,000 Shares each. The stock code of the Shares is 6933.

By order of the Board of
Sino-Entertainment Technology Holdings Limited
Sui Jiaheng
Chairman and executive Director

Hong Kong, 30 June 2020

As of the date of this announcement, the executive Directors are Mr. Sui Jiaheng, Mr. Li Haijun and Mr. He Shaoning, the non-executive Director is Mr. Huang Zhigang and the independent non-executive Directors are Ms. Zhang Chunmei, Mr. Deng Chunhua and Ms. Chen Nan.