

## ANNOUNCEMENT OF OFFER PRICE AND ALLOTMENT RESULTS

### SUMMARY

#### OFFER PRICE

- The Offer Price has been determined at HK\$5.88 per Offer Share (exclusive of brokerage of 1.0%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005%).

#### NET PROCEEDS FROM THE GLOBAL OFFERING

- Based on the Offer Price of HK\$5.88 per Offer Share, the net proceeds from the Global Offering to be received by the Company, after deduction of the underwriting fees and commissions and other estimated expenses payable by the Company in connection with the Global Offering, are estimated to be approximately HK\$927.8 million at the Offer Price (excluding listing expenses of RMB12.1 million which had already been recognized in the consolidated financial statements up to June 30, 2020 and assuming that the Over-allotment Option is not exercised). The Company intends to apply such net proceeds in accordance with the purposes as set out in the section headed “Net Proceeds from the Global Offering” in this announcement.
- If the Over-allotment Option is exercised in full, the Company will receive additional net proceeds of approximately HK\$143.3 million for 24,867,000 Shares to be issued upon the exercise of the Over-allotment Option.

#### APPLICATIONS AND INDICATIONS OF INTEREST RECEIVED IN THE HONG KONG PUBLIC OFFERING

- The Hong Kong Offer Shares initially offered under the Hong Kong Public Offering have been significantly over-subscribed. A total of 313,721 valid applications have been received pursuant to the Hong Kong Public Offering on **WHITE** and **YELLOW** Application Forms and through giving **electronic application instructions** to HKSCC via CCASS and under the **HK eIPO White Form** service in the **IPO App** or on the designated website at [www.hkeipo.hk](http://www.hkeipo.hk) for a total of 6,689,910,000 Hong Kong Offer Shares, representing approximately 403.54 times of the total number of 16,578,000 Hong Kong Offer Shares initially available for subscription under the Hong Kong Public Offering.
- As the over-subscription in the Hong Kong Public Offering was more than 100 times, the clawback procedures as disclosed in the section headed “**Structure of the Global Offering – The Hong Kong Public Offering – Reallocation**” in the Prospectus have been applied. A total number of 66,312,000 Offer Shares have been reallocated to the Hong Kong Public Offering from the International Offering. As a result of such reallocation, the final number of Offer Shares available under the Hong Kong Public Offering has been increased to 82,890,000 Offer Shares, representing five times of the total number of Offer Shares initially available under the Hong Kong Public Offering and 50% of the Offer Shares initially available under the Global Offering (before any exercise of the Over-allotment Option), and being allocated to 40,282 successful applicants under the Hong Kong Public Offering.

## INTERNATIONAL OFFERING

- The Offer Shares initially offered under the International Offering have been over-subscribed by approximately 13.41 times. Taking into account the reallocation of 66,312,000 Offer Shares from the International Offering to the Hong Kong Public Offering, the final number of Offer Shares under the International Offering is 82,890,000 Shares, representing 50% of the Offer Shares initially available under the Global Offering (before any exercise of the Over-allotment Option). A total number of 233 places have been allocated Offer Shares under the International Offering.

### Over-allotment Option

- In connection with the Global Offering, the Company has granted the Over-allotment Option to the International Underwriters, exercisable by the Joint Representatives (for themselves and on behalf of the International Underwriters) at any time from the date of the International Underwriting Agreement up to (and including) Sunday, February 7, 2021, being the 30th day from the last day for lodging applications under the Hong Kong Public Offering to require the Company to allot and issue up to an aggregate of 24,867,000 additional Shares, representing 15% of the Shares initially being offered under the Global Offering, at the Offer Price. There has been an over-allocation of 24,867,000 Shares in the International Offering and such over-allocation will be settled using Shares to be borrowed under the Stock Borrowing Agreement between LEADING GLORY INVESTMENTS LIMITED (“**Leading Glory**”) and China Securities (International) Corporate Finance Company Limited. Such borrowed Shares will be covered by exercising the Over-allotment Option or by making purchases in the secondary market at prices that do not exceed the Offer Price or a combination of these means. In the event that the Over-allotment Option is exercised, an announcement will be made on the Stock Exchange’s website at [www.hkexnews.hk](http://www.hkexnews.hk) and the Company’s website at [www.strawbearentertainment.com](http://www.strawbearentertainment.com). As of the date of this announcement, the Over-allotment Option has not been exercised.

### Cornerstone Investors

- Based on the Offer Price of HK\$5.88 per Offer Share and pursuant to the Cornerstone Investment Agreements with the Cornerstone Investors, the number of Offer Shares subscribed for by the Cornerstone Investors has been determined. Snow Lake China Master Fund, Ltd., Snow Lake China Master Long Fund, Ltd., Snow Lake Asia Master Fund Limited, Compass Offshore SAV II PCC Limited (together, the “**Snow Lake Funds and Accounts**”). subscribed for 46,309,000 Shares, Origin Flair Limited subscribed for 13,231,000 Shares and Vipshop International Holdings Limited (the “**Vipshop**”) subscribed for 6,615,000 Shares, in all totaling 66,155,000 Shares representing in aggregate (i) approximately 10.0% of the Company’s total issued share capital following the completion of the Global Offering; and (ii) approximately 39.9% of the number of Offer Shares under the Global Offering, assuming the Over-allotment Option is not exercised. Please refer to the section headed “Cornerstone Investors” in the Prospectus for further details relating to the Cornerstone Investors.

## Compliance with the Placing Guidelines

- To the best knowledge of the Directors, no Offer Shares have been placed to any connected clients (as defined in paragraph 5(1) of the Placing Guidelines) or person set out in paragraph 5(2) of the Placing Guidelines, whether in their own names or through nominees.
- To the best knowledge of the Directors, (i) no Offer Shares under the International Offering have been allocated to applicants who are core connected persons (as defined in the Listing Rules) of the Company, the Directors, the existing Shareholders or their respective close associates (as defined in the Listing Rules), whether in their own name or through their nominees, (ii) none of the Offer Shares subscribed by the placees or the public has been financed directly or indirectly by any of the Directors, chief executive, the Controlling Shareholders, substantial shareholders or existing Shareholders of the Company or any of its subsidiaries or their respective close associates, and (iii) none of the placees and the public who has subscribed the Offer Shares is accustomed to taking instructions from any of the Directors, chief executive, the Controlling Shareholders, substantial shareholders or existing Shareholders of the Company or any of its subsidiaries or their respective close associates in relation to the acquisition, disposal, voting or other disposition of Shares registered in his/her/its name or otherwise held by him/her/it. The Directors confirm that no placee will, individually, be placed more than 10% of the enlarged issued share capital of the Company immediately after completion of the Global Offering.

## Lock-up Undertakings

- The Company, the Controlling Shareholders, the Pre-IPO Investor, the Cornerstone Investors and certain Shareholders are subject to certain lock-up undertakings as set out in section headed “Lock-up Undertakings” below.

## RESULTS OF ALLOCATIONS

- The final Offer Price, the level of indications of interests in the International Offering, the level of applications in the Hong Kong Public Offering and the basis of allocation of the Hong Kong Offer Shares are also published on the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk) and the Company’s website at [www.strawbearentertainment.com](http://www.strawbearentertainment.com).
- The results of allocations of the Hong Kong Offer Shares under the Hong Kong Public Offering successfully applied for under **WHITE** and **YELLOW** Application Forms and through giving **electronic application instructions** to HKSCC via CCASS and under the **HK eIPO White Form** service in the **IPO App** or on the designated website at [www.hkeipo.hk](http://www.hkeipo.hk), including the Hong Kong identity card numbers, passport numbers or Hong Kong business registration numbers of successful applicants (where supplied) and the number of the Hong Kong Offer Shares successfully applied for, will be made available at the times and dates and in the manner specified below:

- in the announcement to be posted on the Company’s website at [www.strawbearentertainment.com](http://www.strawbearentertainment.com) and the Stock Exchange’s website at [www.hkexnews.hk](http://www.hkexnews.hk) by no later than 9:00 a.m. on Thursday, January 14, 2021;
- from “IPO Results” function in the **IPO App** or the designated results of allocations website at [www.tricor.com.hk/ipo/result](http://www.tricor.com.hk/ipo/result) or [www.hkeipo.hk/IPOResult](http://www.hkeipo.hk/IPOResult) with a “search by ID” function on a 24-hour basis from 8:00 a.m. on Thursday, January 14, 2021 to 12:00 midnight on Wednesday, January 20, 2021;
- by telephone enquiry line by calling +852 3691 8488 between 9:00 a.m. and 6:00 p.m. from Thursday, January 14, 2021, to Tuesday, January 19, 2021 (excluding Saturday, Sunday and public holiday in Hong Kong);
- in the special allocation results booklets which will be available for inspection during opening hours from Thursday, January 14, 2021 to Saturday, January 16, 2021 at all the designated branches of the receiving bank.

#### **DESPATCH/COLLECTION OF SHARE CERTIFICATES AND REFUND MONIES**

- Applicants who have applied for 1,000,000 Hong Kong Offer Shares or more on **WHITE** Application Forms or through the **HK eIPO White Form** service and who have been successfully or partially successfully allocated Hong Kong Offer Shares and are eligible to collect Share certificates in person may collect their refund cheque(s) and/or Share certificate(s) in person from the Hong Kong Share Registrar, Tricor Investor Services Limited at Level 54, Hopewell Centre, 183 Queen’s Road East, Hong Kong, from 9:00 a.m. to 1:00 p.m. on Thursday, January 14, 2021.
- Share certificates for Hong Kong Offer Shares allotted to applicants who applied on **WHITE** Application Forms or through the **HK eIPO White Form** service, which are either not eligible for personal collection, or which are eligible but are not collected in person within the time specified for collection, are expected to be despatched by ordinary post to those entitled to the addresses specified in the relevant applications at their own risk.
- Wholly or partially successful applicants who applied on **YELLOW** Application Forms or by giving **electronic application instructions** to HKSCC will have their Share certificate(s) issued in the name of HKSCC Nominees Limited and deposited directly into CCASS for credit to their CCASS Participant’s stock accounts or the stock accounts of their CCASS Investor Participant stock account on Thursday, January 14, 2021, or any other date determined by HKSCC or HKSCC Nominees.
- Applicants who applied through a designated CCASS Participant (other than a CCASS Investor Participant) should check the number of Hong Kong Offer Shares allocated to them and the refund amount payable to them (if the applicant applied by giving **electronic application instructions** to HKSCC) with that CCASS Participant.

- Applicants who applied as a CCASS Investor Participant on **YELLOW** Application Forms or by giving **electronic application instructions** to HKSCC via CCASS should check the announcement made by the Company and report any discrepancies to HKSCC before 5:00 p.m. on Thursday, January 14, 2021 or any other date as shall be determined by HKSCC or HKSCC Nominees. Applicants who applied as a CCASS Investor Participant on **YELLOW** Application Forms or by giving **electronic application instructions** to HKSCC via CCASS may also check the number of Hong Kong Offer Shares allocated to them and the amount of refund monies (if any) payable to them via the CCASS Phone System and the CCASS Internet System (under the procedures contained in HKSCC’s “**An Operating Guide for Investor Participants**” in effect from time to time) on Thursday, January 14, 2021. Immediately following the credit of the Hong Kong Offer Shares to your stock account and the credit of refund monies to your bank account, HKSCC will also make available to you an activity statement showing the number of Hong Kong Offer Shares credited to your CCASS Investor Participant stock account and the amount of refund monies (if any) credited to your designated bank account.
- Applicants who applied for 1,000,000 Hong Kong Offer Shares or more on **WHITE** or **YELLOW** Application Forms and have provided all information required by their **WHITE** or **YELLOW** Application Forms may collect their refund cheque(s) (where applicable) from the Hong Kong Share Registrar, Tricor Investor Services Limited at Level 54, Hopewell Centre, 183 Queen’s Road East, Hong Kong, from 9:00 a.m. to 1:00 p.m. on Thursday, January 14, 2021.
- Refund cheque(s) in respect of wholly or partially successful or unsuccessful applicants using **WHITE** or **YELLOW** Application Forms, which are either not eligible for personal collection or which are eligible but are not collected in person, are expected to be despatched by ordinary post to those entitled at their own risk on or before Thursday, January 14, 2021. No interest will be paid thereon.
- For applicants who have applied for the Hong Kong Offer Shares through the **HK eIPO White Form** service and paid the application monies through a single bank account, refund monies (if any) will be despatched to their application payment bank account in the form of e-Auto Refund payment instructions. For applicants who have applied for the Hong Kong Offer Shares through the **HK eIPO White Form** service and paid the application monies through multiple bank accounts, refund monies (if any) will be despatched to the addresses specified on the **HK eIPO White Form** applications in the form of refund cheque(s) by ordinary post and at their own risk on or before Thursday, January 14, 2021.
- Refund monies (if any) for applicants who applied by giving **electronic application instructions** to HKSCC via CCASS are expected to be credited to the relevant applicants’ designated bank accounts or the designated bank accounts of their broker or custodian on Thursday, January 14, 2021.

- Share certificates will only become valid certificates of title at 8:00 a.m. on Friday, January 15, 2021 provided that the Global Offering has become unconditional in all respects at or before that time and the right of termination as described in the paragraph headed “Underwriting – Underwriting Arrangements and Expenses – The Hong Kong Public Offering – Grounds for Termination” in the Prospectus has not been exercised.
- The Company will not issue any temporary documents of title in respect of the Hong Kong Offer Shares. No receipt will be issued for application monies received.

#### **PUBLIC FLOAT**

- Immediately following completion of the Global Offering and assuming the Over-allotment Option is not exercised and without taking into account the Shares which may be issued upon the exercise of the Pre-IPO Share Options, at least 25% of the Company’s enlarged issued share capital would be held by the public hands, which satisfies the minimum percentage prescribed in Rule 8.08(1) of the Listing Rules. The Directors confirm that the three largest public Shareholders do not hold more than 50% of the Shares held in public hands at the time of the Listing in compliance with Rules 8.08(3) and 8.24 of the Listing Rules. The Directors also confirm that there will be at least 300 Shareholders at the time of the Listing in compliance with Rule 8.08(2) of the Listing Rules.

#### **COMMENCEMENT OF DEALINGS**

- Dealings in the Shares on the Main Board of the Stock Exchange are expected to commence at 9:00 a.m. on Friday, January 15, 2021. The Shares will be traded in board lots of 1,000 Shares each. The stock code of the Shares is 2125.

**Investors should be aware that the concentration of Shareholders may affect the liquidity of the Shares in the secondary market. In view of the high concentration of shareholding in a small number of Shareholders, Shareholders and prospective investors should be aware that the price of the Shares could move substantially even with a small number of Shares traded, and should exercise extreme caution when dealing in the Shares.**

#### **OFFER PRICE**

The Offer Price has been determined at HK\$5.88 per Offer Share (exclusive of brokerage of 1.0%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005%).

## NET PROCEEDS FROM THE GLOBAL OFFERING

Based on the Offer Price of HK\$5.88 per Offer Share, the net proceeds from the Global Offering to be received by the Company, after deducting the underwriting commissions, and estimated expenses paid or payable by the Company in relation to the Global Offering and assuming that the Over-allotment Option is not exercised, are estimated to be approximately HK\$927.8 million at the Offer Price (excluding listing expenses of RMB12.1 million which had already been recognized in the consolidated financial statements up to June 30, 2020 and assuming that the Over-allotment Option is not exercised). The Company intends to apply such net proceeds for the following purposes:

- (i) approximately 70%, or HK\$649.5 million, will be used to fund the Company's drama series production;
- (ii) approximately 10%, or HK\$92.8 million, will be used to fund potential investment in, or merger and acquisition of, companies that may enhance the Company's market position and ramp up our drama series development, production and distribution;
- (iii) approximately 10%, or HK\$92.8 million, will be used to secure more IPs to guarantee the stable growth of our drama series production and distribution by acquiring one premium copyright company which focuses on investment, development, production and distribution of web series; and
- (iv) approximately 10%, or HK\$92.8 million, will be used for used for working capital and general corporate purposes.

If any part of the Company's plan does not proceed as planned for reasons such as changes in government policies that would render any of the Company's plans not viable, or the occurrence of force majeure events, the Directors will carefully evaluate the situation and may reallocate the net proceeds from the Global Offering.

To the extent that the net proceeds of the Global Offering are not immediately used for the purposes described above, and to the extent permitted by the relevant laws and regulations, the will only apply such unused net proceeds in short-term deposits with licensed banks or financial institutions in Hong Kong or the PRC.

Based on the Offer Price of HK\$5.88 per Offer Share and in the event that the Over-allotment Option is exercised in full, we estimate that the Company will receive additional net proceeds from the allotment and issue of the additional Offer Shares of approximately HK\$143.3 million, after deducting the underwriting commissions and other estimated offering expenses payable by the Company. The Company intends to apply the additional net proceeds to the above uses on a pro rata basis.

Please refer to the section headed "Future Plans and Use of Proceeds" in the Prospectus for further details in respect to the Company's use of proceeds from the Global Offering.

## APPLICATIONS AND INDICATIONS OF INTEREST RECEIVED

### Hong Kong Public Offering

The Company announces that at the close of the application lists at 12:00 noon on Friday, January 8, 2021, a total of 313,721 valid applications have been received pursuant to the Hong Kong Public Offering on **WHITE** and **YELLOW** Application Forms and through giving electronic application instructions to HKSCC via CCASS and under the **HK eIPO White Form** service in the **IPO App** or on the designated website at [www.hkeipo.hk](http://www.hkeipo.hk) for a total of 6,689,910,000 Hong Kong Offer Shares, representing approximately 403.54 times of the total number of 16,578,000 Hong Kong Offer Shares initially available for subscription under the Hong Kong Public Offering.

- 311,289 valid applications in respect of a total of 2,988,556,000 Hong Kong Offer Shares were for the Hong Kong Public Offering with an aggregate subscription amount of HK\$5 million or less, representing approximately 360.54 times of the 8,289,000 Hong Kong Offer Shares initially comprised in Pool A of the Hong Kong Public Offering; and
- 2,432 valid applications in respect of a total of 3,701,354,000 Hong Kong Offer Shares for the Hong Kong Public Offering with an aggregate subscription amount of more than HK\$5 million, representing approximately 446.54 times of the 8,289,000 Hong Kong Offer Shares initially comprised in Pool B of the Hong Kong Public Offering.

Applications not completed in accordance with the instructions set out in the Application Forms have been rejected. 1,233 multiple or suspected multiple applications have been identified and rejected. One application has been rejected due to bounced cheque. One application has been rejected due to invalid application. No application for more than 50% of the Hong Kong Offer Shares initially available under the Hong Kong Public Offering (that is, more than 8,289,000 Hong Kong Offer Shares) has been identified.

As the over-subscription in the Hong Kong Public Offering was more than 100 times, the clawback procedures as disclosed in the section headed “Structure of the Global Offering – The Hong Kong Public Offering – Reallocation” in the Prospectus have been applied. A total number of 66,312,000 Offer Shares have been reallocated to the Hong Kong Public Offering from the International Offering. As a result of such reallocation, the final number of Offer Shares available under the Hong Kong Public Offering has been increased to 82,890,000 Offer Shares, representing five times of the total number of Offer Shares initially available under the Hong Kong Public Offering and 50% of the Offer Shares initially available under the Global Offering (before any exercise of the Over-allotment Option), and being allocated to 40,282 successful applicants under the Hong Kong Public Offering.

The Offer Shares offered in the Hong Kong Public Offering were conditionally allocated on the basis set out in the section headed “Basis of Allocation under the Hong Kong Public Offering” in this announcement.



## **INTERNATIONAL OFFERING**

The Offer Shares initially offered under the International Offering have been significantly over-subscribed by approximately 13.41 times. Taking into account the reallocation of 66,312,000 Offer Shares from the International Offering to the Hong Kong Public Offering, the final number of Offer Shares under the International Offering is 82,890,000 Shares, representing approximately 50% of the Offer Shares initially available under the Global Offering (before any exercise of the Over-allotment Option). A total number of 233 places have been allocated Offer Shares under the International Offering. A total number of 164 places have been allotted 5 board lots of Shares or less, representing approximately 70.4% of total number of places under the International Offering. These places have been allotted approximately 0.32% of the 82,890,000 Offer Shares available under the International Offering after reallocation and approximately 0.16% of the Offer Shares under the Global Offering (before any exercise of the Over-allotment Option).

### **Over-allotment Option**

In connection with the Global Offering, the Company has granted the Over-allotment Option to the International Underwriters, exercisable by the Joint Representatives (for themselves and on behalf of the International Underwriters) at any time from the date of the International Underwriting Agreement up to (and including) Sunday, February 7, 2021, being the 30th day from the last day for lodging applications under the Hong Kong Public Offering to require the Company to allot and issue up to an aggregate of 24,867,000 additional Shares, representing 15% of the Shares initially being offered under the Global Offering, at the Offer Price. There has been an over-allocation of 24,867,000 Shares in the International Offering and such over-allocation will be settled using Shares to be borrowed under the Stock Borrowing Agreement between Leading Glory and China Securities (International) Corporate Finance Company Limited. Such borrowed Shares will be covered by exercising the Over-allotment Option or by making purchases in the secondary market at prices that do not exceed the Offer Price or a combination of these means. In the event that the Over-allotment Option is exercised, an announcement will be made on the Stock Exchange's website at [www.hkexnews.hk](http://www.hkexnews.hk) and the Company's website at [www.strawbearentertainment.com](http://www.strawbearentertainment.com). As of the date of this announcement, the Over-allotment Option has not been exercised.

## Cornerstone Investors

Based on the Offer Price of HK\$5.88 per Offer Share and pursuant to the Cornerstone Investment Agreements as disclosed in the section headed “Cornerstone Investors” in the Prospectus, the number of Offer Shares subscribed for by the Cornerstone Investors has now been determined as set out below:

	Number of Offer Shares subscribed	Approximate % of the number of International Offer Shares		Approximate % of total number of Offer Shares		Approximate % of total Shares in issue immediately following the completion of Global Offering (without taking into account the Shares which may be issued upon the exercise of the Pre-IPO Share Options)	
		Assuming the Over-allotment Option is not exercised	Assuming the Over-allotment Option is exercised in full	Assuming the Over-allotment Option is not exercised	Assuming the Over-allotment Option is exercised in full	Assuming the Over-allotment Option is not exercised	Assuming the Over-allotment Option is exercised in full
Snow Lake Funds and Accounts	46,309,000	55.9%	43.0%	27.9%	24.3%	7.0%	6.7%
Origin Flair Limited	13,231,000	16.0%	12.3%	8.0%	6.9%	2.0%	1.9%
Vipshop	6,615,000	8.0%	6.1%	4.0%	3.5%	1.0%	1.0%
<b>Total</b>	<b>66,155,000</b>	<b>79.8%</b>	<b>61.4%</b>	<b>39.9%</b>	<b>34.7%</b>	<b>10.0%</b>	<b>9.6%</b>

To the best knowledge of the Directors, (i) each of the Cornerstone Investors is an Independent Third Party and is not a connected person (as defined in the Listing Rules) of the Company; (ii) each of the Cornerstone Investors is independent from the other Cornerstone Investors; (iii) none of the Cornerstone Investors is accustomed to take instructions from the Company, the Directors, chief executive, substantial Shareholders, Controlling Shareholders, existing Shareholders or any of its subsidiaries or their respective close associates; and (iv) none of the subscription of the relevant Offer Shares by any of the Cornerstone Investors is financed by the Company, the Directors, chief executive, substantial shareholders, Controlling Shareholders or existing Shareholders or any of its subsidiaries or their respective close associates.

The Cornerstone Placing will form part of the International Offering, and the Cornerstone Investors will not acquire any Offer Shares under the Global Offering other than pursuant to the Cornerstone Investment Agreements. The Offer Shares to be subscribed by the Cornerstone Investors will rank pari passu in all respect with the fully paid Shares in issue. Immediately following the completion of the Global Offering, none of the Cornerstone Investors will have any Board representation in the Company or become a substantial shareholder of the Company. The Cornerstone Investors do not have any preferential rights in the Cornerstone Investment Agreements compared with other public Shareholders.

Please refer to the section headed “Cornerstone Investors” in the Prospectus for further details relating to the Cornerstone Investors.

### **Compliance with the Placing Guidelines**

To the best knowledge of the Directors, no Offer Shares have been placed to any connected clients (as defined in paragraph 5(1) of the Placing Guidelines) or person set out in paragraph 5(2) of the Placing Guidelines, whether in their own names or through nominees.

To the best knowledge of the Directors, (i) no Offer Shares under the International Offering have been allocated to applicants who are core connected persons (as defined in the Listing Rules) of the Company, the Directors, the existing Shareholders or their respective close associates (as defined in the Listing Rules), whether in their own name or through their nominees, (ii) none of the Offer Shares subscribed by the placees or the public has been financed directly or indirectly by any of the Directors, chief executive, the Controlling Shareholders, substantial shareholders or existing Shareholders of the Company or any of its subsidiaries or their respective close associates, and (iii) none of the placees and the public who has subscribed the Offer Shares is accustomed to taking instructions from any of the Directors, chief executive, the Controlling Shareholders, substantial shareholders or existing Shareholders of the Company or any of its subsidiaries or their respective close associates in relation to the acquisition, disposal, voting or other disposition of Shares registered in his/her/its name or otherwise held by him/her/it. The Directors confirm that no placee will, individually, be placed more than 10% of the enlarged issued share capital of the Company immediately after completion of the Global Offering.

## Lock-up Undertakings

Each of the Company, the Controlling Shareholders, the Pre-IPO Investor, the Cornerstone Investors and certain Shareholders has given certain undertakings in relation to the issue or disposal of Shares (the “**Lock-up Undertakings**”). The major terms of the Lock-up Undertakings are set out as follows:

Name	Number of Shares held in the Company subject to the Lock-up Undertakings upon the Listing	Percentage of shareholding in the Company subject to the Lock-up Undertakings upon the Listing <sup>(1)</sup>	Last days subject to the Lock-up Undertakings
<b>The Company</b>	N/A	N/A	July 14, 2021 (First Six-Month Period) <sup>(2)</sup>
<b>The Controlling Shareholders</b>			
Mr. LIU Xiaofeng (劉小楓) (“ <b>Mr. Liu</b> ”)	290,480,000	43.81%	July 14, 2021 (First Six-Month Period) <sup>(3)</sup>  January 14, 2022 (Second Six-Month Period) <sup>(3) (4)</sup>
Master Sagittarius Holding Limited (“ <b>Master Sagittarius</b> ”)	290,480,000	43.81%	July 14, 2021 (First Six-Month Period) <sup>(3)</sup>  January 14, 2022 (Second Six-Month Period) <sup>(3) (4)</sup>
Leading Glory	290,480,000	43.81%	July 14, 2021 (First Six-Month Period) <sup>(3)</sup>  January 14, 2022 (Second Six-Month Period) <sup>(3) (4)</sup>

Name	Number of Shares held in the Company subject to the Lock-up Undertakings upon the Listing	Percentage of shareholding in the Company subject to the Lock-up Undertakings upon the Listing <sup>(1)</sup>	Last days subject to the Lock-up Undertakings
<b>Pre-IPO Investor</b>			
Taurus Holding Ltd.	97,320,000	14.68%	July 14, 2021 <sup>(4)</sup>
<b>Other Shareholders</b>			
GLESASON GLOBAL LIMITED	73,600,000	11.10%	July 14, 2021 <sup>(4)</sup>
GOLDEN BASIN GLOBAL LIMITED	32,000,000	4.83%	July 14, 2021 <sup>(4)</sup>
<b>Cornerstone Investors</b>			
Snow Lake Funds and Accounts	46,309,000	7.0%	July 14, 2021 <sup>(5)</sup>
Origin Flair Limited	13,231,000	2.0%	July 14, 2021 <sup>(5)</sup>
Vipshop International Holdings Limited	6,615,000	1.0%	July 14, 2021 <sup>(5)</sup>

*Notes:*

- (1) Assuming the Over-allotment Option is not exercised and without taking into account the Shares which may be issued upon the exercise of the Pre-IPO Share Options.
- (2) The Company may issue Shares without any lock-up obligations after the indicated date.
- (3) The Controlling Shareholders may dispose of or transfer these Shares after the respective indicated dates provided that the Controlling Shareholders will not cease to be the controlling shareholder (as defined in the Listing Rules) of the Company before the expiration of the Second Six-Month Period.
- (4) The Controlling Shareholders and/or the other existing Shareholders may dispose of or transfer Shares without any lock-up obligation after the respective indicated dates.
- (5) The Cornerstone Investors may dispose of or transfer Shares without any lock-up obligation after the respective indicated dates.

## BASIS OF ALLOCATION UNDER THE HONG KONG PUBLIC OFFERING

Subject to the satisfaction of the conditions set out in the paragraph headed “Structure of the Global Offering – Conditions of the Hong Kong Public Offering” in the Prospectus, valid applications made by the public on **WHITE** and **YELLOW** Application Forms and through giving electronic application instructions to HKSCC via CCASS and to the **HK eIPO White Form Service Provider** under the **HK eIPO White Form** service will be conditionally allocated on the basis set out below:

### Pool A

Number of shares applied for	Number of valid applications	Basis of allocation/ballot	Approximate percentage allotted of the total number of shares applied for
1,000	215,860	12,952 out of 215,860 applicants to receive 1,000 shares	6.00%
2,000	11,633	875 out of 11,633 applicants to receive 1,000 shares	3.76%
3,000	7,581	630 out of 7,581 applicants to receive 1,000 shares	2.77%
4,000	4,904	454 out of 4,904 applicants to receive 1,000 shares	2.31%
5,000	5,938	597 out of 5,938 applicants to receive 1,000 shares	2.01%
6,000	2,863	318 out of 2,863 applicants to receive 1,000 shares	1.85%
7,000	1,517	184 out of 1,517 applicants to receive 1,000 shares	1.73%
8,000	7,826	1,027 out of 7,826 applicants to receive 1,000 shares	1.64%
9,000	1,434	204 out of 1,434 applicants to receive 1,000 shares	1.58%
10,000	15,698	2,355 out of 15,698 applicants to receive 1,000 shares	1.50%
15,000	4,595	897 out of 4,595 applicants to receive 1,000 shares	1.30%
20,000	7,063	1,724 out of 7,063 applicants to receive 1,000 shares	1.22%
25,000	2,231	670 out of 2,231 applicants to receive 1,000 shares	1.20%
30,000	4,015	1,422 out of 4,015 applicants to receive 1,000 shares	1.18%
35,000	1,859	755 out of 1,859 applicants to receive 1,000 shares	1.16%
40,000	2,099	958 out of 2,099 applicants to receive 1,000 shares	1.14%
45,000	681	344 out of 681 applicants to receive 1,000 shares	1.12%
50,000	2,679	1,487 out of 2,679 applicants to receive 1,000 shares	1.11%
60,000	1,155	749 out of 1,155 applicants to receive 1,000 shares	1.08%
70,000	733	544 out of 733 applicants to receive 1,000 shares	1.06%
80,000	1,060	882 out of 1,060 applicants to receive 1,000 shares	1.04%
90,000	535	492 out of 535 applicants to receive 1,000 shares	1.02%
100,000	3,895	1,000 shares	1.00%
200,000	1,714	1,000 shares plus 857 out of 1,714 applicants to receive an additional 1,000 shares	0.75%
300,000	701	2,000 shares	0.67%
400,000	449	2,000 shares plus 216 out of 449 applicants to receive an additional 1,000 shares	0.62%
500,000	294	3,000 shares	0.60%
600,000	108	3,000 shares plus 52 out of 108 applicants to receive an additional 1,000 shares	0.58%

<b>Number of shares applied for</b>	<b>Number of valid applications</b>	<b>Basis of allocation/ballot</b>	<b>Approximate percentage allotted of the total number of shares applied for</b>
700,000	57	4,000 shares	0.57%
800,000	112	4,000 shares plus 9 out of 112 applicants to receive an additional 1,000 shares	0.51%
<b>Total</b>	<b><u>311,289</u></b>	<b>Total number of Pool A successful applicants: 37,850</b>	

### **Pool B**

<b>Number of shares applied for</b>	<b>Number of valid applications</b>	<b>Basis of allocation/ballot</b>	<b>Approximate percentage allotted of the total number of shares applied for</b>
900,000	1,565	10,000 shares plus 1,417 out of 1,565 applicants to receive an additional 1,000 shares	1.21%
1,000,000	391	12,000 shares	1.20%
2,000,000	201	22,000 shares	1.10%
3,000,000	83	32,000 shares	1.07%
4,000,000	43	42,000 shares	1.05%
5,000,000	27	52,000 shares	1.04%
6,000,000	21	61,000 shares	1.02%
7,000,000	15	71,000 shares	1.01%
8,289,000	86	82,000 shares	0.99%
<b>Total</b>	<b><u>2,432</u></b>	<b>Total number of Pool B successful applicants: 2,432</b>	

## **RESULTS OF ALLOCATIONS**

The final Offer Price, the level of indications of interests in the International Offering, the level of applications in the Hong Kong Public Offering and the basis of allocation of the Hong Kong Offer Shares are also published on the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk) and the Company's website at [www.strawbearentertainment.com](http://www.strawbearentertainment.com).

The results of allocations of the Hong Kong Offer Shares under the Hong Kong Public Offering successfully applied for under **WHITE** and **YELLOW** Application Forms and through giving electronic application instructions to HKSCC via CCASS and under the **HK eIPO White Form** service in the **IPO App** or on the designated website at [www.hkeipo.hk](http://www.hkeipo.hk), including the Hong Kong identity card numbers, passport numbers or Hong Kong business registration numbers of successful applicants (where supplied) and the number of the Hong Kong Offer Shares successfully applied for, will be made available at the times and dates and in the manner specified below:

- in the announcement to be posted on the Company’s website at [www.strawbearentertainment.com](http://www.strawbearentertainment.com) and the Stock Exchange’s website at [www.hkexnews.hk](http://www.hkexnews.hk) by no later than 9:00 a.m. on Thursday, January 14, 2021;
- from “IPO Results” function in the **IPO App** or the designated results of allocations website at [www.tricor.com.hk/ipo/result](http://www.tricor.com.hk/ipo/result) or [www.hkeipo.hk/IPOResult](http://www.hkeipo.hk/IPOResult) with a “search by ID” function on a 24-hour basis from 8:00 a.m. on Thursday, January 14, 2021 to 12:00 midnight on Wednesday, January 20, 2021;
- by telephone enquiry line by calling +852 3691 8488 between 9:00 a.m. and 6:00 p.m. from Thursday, January 14, 2021, to Tuesday, January 19, 2021 (excluding Saturday, Sunday and public holiday in Hong Kong);
- in the special allocation results booklets which will be available for inspection during opening hours from Thursday, January 14, 2021 to Saturday, January 16, 2021 at all the designated branches of the receiving bank.

**Bank of China (Hong Kong) Limited:**

	<b>Branch Name</b>	<b>Address</b>
<b>Hong Kong Island</b>	Shek Tong Tsui Branch	534 Queen’s Road West Shek Tong Tsui Hong Kong
	Causeway Bay Branch	505 Hennessy Road Causeway Bay Hong Kong
<b>Kowloon</b>	Chuk Yuen Estate Branch	Shop S1 Chuk Yuen Shopping Centre Chuk Yuen South Estate Kowloon Hong Kong
	Kowloon Plaza Branch	Unit 1, Kowloon Plaza 485 Castle Peak Road Kowloon Hong Kong



	<b>Branch Name</b>	<b>Address</b>
<b>New Territories</b>	Fo Tan Branch	Shop B1-1A, B2A-C 1/F Shatin Galleria 18-24 Shan Mei Street Shatin, New Territories Hong Kong
	Luen Wo Market Branch Safe Box Service Centre	Shop B, 10-16 Luen Shing Street Luen Wo Market Fanling New Territories Hong Kong
	Tuen Mun San Hui Branch	G13-G14 Eldo Court Heung Sze Wui Road Tuen Mun New Territories Hong Kong

The final Offer Price, the indications of level of interests in the International Offering, the level of applications in the Hong Kong Public Offering and the basis of allocation of the Hong Kong Offer Shares are also published on Thursday, January 14, 2021 on the Company's website at [www.strawbearentertainment.com](http://www.strawbearentertainment.com) and the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk).

## SHAREHOLDING CONCENTRATION ANALYSIS

We set out below a summary of allotment results under the International Offering:

- subscription and number of Shares held by the top 1, 5, 10 and 25 of the placees out of the International Offering, total Offer Shares and total issued share capital of the Company upon Listing:

Placee	Subscription	Number of Shares held upon Listing	Subscription as % of International Offering (assuming no exercise of the Over-allotment Option)	Subscription as % of International Offering (assuming the Over-allotment Option is exercised in full)	Subscription as % of total Offer Shares (assuming no exercise of the Over-allotment Option)	Subscription % of Offer Shares (assuming the Over-allotment Option is exercised in full)	% of total issued share capital upon Listing (assuming no exercise of the Over-allotment Option)	% of total issued share capital upon Listing (assuming the Over-allotment Option is exercised in full)
Top 1	46,309,000	46,309,000	55.87%	42.98%	27.93%	24.29%	6.98%	6.73%
Top 5	82,826,000	82,826,000	99.92%	76.86%	49.96%	43.44%	12.49%	12.04%
Top 10	94,749,000	94,749,000	114.31%	87.93%	57.15%	49.70%	14.29%	13.77%
Top 25	103,956,000	103,956,000	125.41%	96.47%	62.71%	54.53%	15.68%	15.11%

- subscription and number of Shares held by the top 1, 5, 10 and 25 of the Shareholders out of the International Offering, total Offer Shares and total issued share capital of the Company upon Listing:

shareholder	Subscription	Number of Shares held upon Listing	Subscription as % of International Offering (assuming no exercise of the Over-allotment Option)	Subscription as % of International Offering (assuming the Over-allotment Option is exercised in full)	Subscription as % of total Offer Shares (assuming no exercise of the Over-allotment Option)	Subscription % of Offer Shares (assuming the Over-allotment Option is exercised in full)	% of total issued share capital upon Listing (assuming no exercise of the Over-allotment Option)	% of total issued share capital upon Listing (assuming the Over-allotment Option is exercised in full)
Top 1	0	290,480,000	0.00%	0.00%	0.00%	0.00%	43.81%	42.22%
Top 5	46,309,000	539,709,000	55.87%	42.98%	27.93%	24.29%	81.39%	78.45%
Top 10	82,826,000	580,146,000	99.92%	76.86%	49.96%	43.44%	87.49%	84.33%
Top 25	102,517,000	599,837,000	123.68%	95.14%	61.84%	53.77%	90.46%	87.19%

*Note:* Without taking into account the Shares may be issued upon the exercise of the Pre-IPO Share Options.

**Investors should be aware that the concentration of Shareholders may affect the liquidity of the Shares in the secondary market. In view of the high concentration of shareholding in a small number of Shareholders, Shareholders and prospective investors should be aware that the price of the Shares could move substantially even with a small number of Shares traded, and should exercise extreme caution when dealing in the Shares.**