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Unless otherwise defined in this announcement, capitalised terms used herein shall have the same meanings as those defined in the prospectus dated 30 September 2022 (the “**Prospectus**”) issued by Rego Interactive Co., Ltd (the “**Company**”).

This announcement is for information purpose only and does not constitute an invitation or offer to acquire, purchase or subscribe for securities. This announcement is not a prospectus. Potential investors should read the Prospectus carefully for detailed information about the Company and the Global Offering before deciding whether or not to invest in the Offer Shares. Any investment decision in relation to the Offer Shares should be taken solely in reliance on the information provided in the Prospectus.

This announcement does not constitute or form part of any offer or solicitation to purchase or subscribe for securities in the United States or elsewhere. The Offer Shares have not been and will not be registered under the U.S. Securities Act or any state securities law in the United States and may not be offered, sold, pledged, or transferred within the United States or to, or for the account or benefit of, U.S. persons, except in transactions exempt from, or not subject to, the registration requirements of the U.S. Securities Act. The Offer Shares are being offered and sold outside the United States in offshore transactions in reliance on Regulation S under the U.S. Securities Act.

In connection with the Global Offering, CMBC Securities Company Limited, as stabilising manager (the “**Stabilising Manager**”), or any person acting for it, may, to the extent permitted by applicable law and regulatory requirements of Hong Kong and elsewhere, purchase or agree to purchase any of the Shares, or offer or attempt to do any of the foregoing, for the sole purpose of preventing or minimising any reduction in the market price of the Shares, in such a manner as the Stabilising Manager may determine, for a limited period commencing on the Listing Date and ending on the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering (i.e. the 30-day period ending on Sunday, 6 November 2022). In connection with any such primary stabilising action, the Stabilising Manager may over-allocate the Offer Shares, and/or purchase or subscribe for or agree to purchase or subscribe for the Offer Shares pursuant to exercise(s) of the Over-allotment Option in order to close out any position established under over-allocation. Such stabilising actions, if any, will be effected in compliance with all applicable laws and regulatory requirements. However, there is no obligation on the Stabilising Manager or any person acting for it to conduct any such stabilising action, which if commenced, will be done at the absolute discretion of the Stabilising Manager or any person acting for it, and may be discontinued at any time. Any such stabilising activity shall in any event be brought to an end on the last day of the stabilising period, i.e. the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering, after which an announcement will be made pursuant to section 9 of, and schedule 3 to, the Securities and Futures (Price Stabilizing) Rules (Chapter 571W of the Laws of Hong Kong). After this date, no further purchase of the Shares may be made for the purpose of preventing or minimising any reduction in the market price of the Shares, and hence the price of the Shares could fall.

Potential investors of the Offer Shares should note that the Sole Representative (for itself and on behalf of the Hong Kong Underwriters) shall be entitled to terminate the Hong Kong Underwriting Agreement upon the occurrence of any of the events set out in “Underwriting – Underwriting Arrangements and Expenses – Hong Kong Public Offering – Grounds for Termination” in the Prospectus at any time before 8:00 a.m. (Hong Kong time) on the Listing Date (which is currently expected to be Monday, 17 October 2022).

In connection with the Global Offering, the Company is expected to grant the Over-allotment Option to the International Underwriters, exercisable by the Stabilising Manager at its sole and absolute discretion for itself on behalf of the International Underwriters. Under the Over-allotment Option, the Sole Representative (on behalf of the International Underwriters) will have the right, at any time within the period commencing on the Listing Date and ending on the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering (being Sunday, 6 November 2022), to require the Company to issue up to an aggregate of 37,500,000 additional Shares, representing 15% of the number of Offer Shares initially available under the Global Offering, at the Offer Price, for the purpose of covering over-allocations, if any, in the International Placing.



Rego Interactive Co., Ltd (潤歌互動有限公司)

(Incorporated in the Cayman Islands with limited liability)

GLOBAL OFFERING

Number of Offer Shares under Global Offering	:	250,000,000 Shares (subject to the Over-allotment Option)
Number of Hong Kong Public Offer Shares	:	25,000,000 Shares (subject to reallocation)
Number of International Placing Shares	:	225,000,000 Shares (subject to reallocation and the Over-allotment Option)
Offer Price	:	Not more than HK\$0.80 per Offer Share and expected to be not less than HK\$0.64 per Offer Share, plus brokerage of 1%, SFC transaction levy of 0.0027%, Stock Exchange trading fee of 0.005% and Financial Reporting Council transaction levy of 0.00015% (payable in full on application in Hong Kong dollars and subject to refund)
Nominal value	:	US\$0.001 per Share
Stock code	:	2422

Sole Sponsor



Joint Global Coordinators, Joint Bookrunners and Joint Lead Managers



Other Joint Bookrunners and other Joint Lead Managers



Other Joint Lead Managers



IMPORTANT NOTICE TO INVESTORS

FULLY ELECTRONIC APPLICATION PROCESS

We have adopted a paperless listing and subscription regime for the Hong Kong Public Offering, whereby (a) the prospectus is published solely in an electronic format; and (b) all subscriptions, where applicable, must be made through online electronic channels only. We will not provide printed copies of the prospectus or any application form to the public in relation to the Hong Kong Public Offering.

The prospectus is available at the Stock Exchange's website at www.hkexnews.hk and our Company's website at www.regopimc.com. If you require a printed copy of the prospectus, you may print out the electronic copy of the prospectus downloadable from any of the above websites.

The electronic version of the prospectus and the printed version of the prospectus as registered with the Registrar of Companies in Hong Kong pursuant to Section 342C of the Companies (WUMP) Ordinance are identical in terms of contents.

To apply for the Hong Kong Public Offer Shares, you may:

- apply online via the **White Form eIPO** service at www.eipo.com.hk; or
- apply through the **CCASS EIPO** service to electronically cause HKSCC Nominees to apply on your behalf, including by:
 - i. instructing your broker or custodian who is a CCASS Clearing Participant or a CCASS Custodian Participant to give electronic application instructions via CCASS terminals to apply for the Hong Kong Public Offer Shares on your behalf; or
 - ii. (if you are an existing CCASS Investor Participant) giving electronic application instructions through the CCASS Internet System (<https://ip.ccass.com>) or through the CCASS Phone System by calling +852 2979 7888 (using the procedures in HKSCC's "An Operating Guide for Investor Participants" in effect from time to time). HKSCC can also input electronic application instructions for CCASS Investor Participants through HKSCC's Customer Service Centre at 1/F, One & Two Exchange Square, 8 Connaught Place, Central, Hong Kong by completing an input request.

We will not provide any physical channel for any application for the Hong Kong Public Offer Shares by the public.

If you are an **intermediary, broker or agent**, please remind your customers, clients or principals, as applicable, that the prospectus is available online at the website addresses above.

Please see “How to Apply for Hong Kong Public Offer Shares” in the prospectus for further details of the procedures through which applications for the Hong Kong Public Offer Shares can be made electronically.

The application through the **White Form eIPO** service or the **CCASS EIPO** service must be for a minimum of 4,000 Hong Kong Public Offer Shares and in one of the numbers set out in the table below. Applicants are required to pay the amount next to the number selected.

No. of Hong Kong Public Offer Shares applied for	Amount payable on application <i>HK\$</i>	No. of Hong Kong Public Offer Shares applied for	Amount payable on application <i>HK\$</i>	No. of Hong Kong Public Offer Shares applied for	Amount payable on application <i>HK\$</i>	No. of Hong Kong Public Offer Shares applied for	Amount payable on application <i>HK\$</i>
4,000	3,232.25	80,000	64,645.03	700,000	565,643.96	5,000,000	4,040,314.00
8,000	6,464.50	100,000	80,806.28	800,000	646,450.24	6,000,000	4,848,376.80
12,000	9,696.75	120,000	96,967.53	900,000	727,256.52	7,000,000	5,656,439.60
16,000	12,929.01	140,000	113,128.79	1,000,000	808,062.80	8,000,000	6,464,502.40
20,000	16,161.25	160,000	129,290.05	1,500,000	1,212,094.20	9,000,000	7,272,565.20
24,000	19,393.51	180,000	145,451.31	2,000,000	1,616,125.60	10,000,000	8,080,628.00
28,000	22,625.75	200,000	161,612.56	2,500,000	2,020,157.00	11,000,000	8,888,690.80
32,000	25,858.01	300,000	242,418.84	3,000,000	2,424,188.40	12,500,000 ⁽¹⁾	10,100,785.00
36,000	29,090.26	400,000	323,225.12	3,500,000	2,828,219.80		
40,000	32,322.51	500,000	404,031.40	4,000,000	3,232,251.20		
60,000	48,483.77	600,000	484,837.68	4,500,000	3,636,282.60		

(1) Maximum number of Hong Kong Public Offer Shares you may apply for.

No application for any other number of the Hong Kong Public Offer Shares will be considered and any such application is liable to be rejected.

THE LISTING APPLICATION

Application has been made to the Listing Committee for the listing of, and permission to deal in, the Shares in issue and the Shares to be issued pursuant to the Global Offering (including any additional Shares which may be issued pursuant to exercise of the Over-allotment Option), the Capitalisation Issue and exercise of the options that may be granted under the Share Option Scheme. Assuming that the Global Offering becomes unconditional at or before 8:00 a.m. in Hong Kong on Monday, 17 October 2022, dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Monday, 17 October 2022.

STRUCTURE OF THE GLOBAL OFFERING

The Global Offering comprises the Hong Kong Public Offering of initially 25,000,000 Hong Kong Public Offer Shares (subject to reallocation), representing 10% of the number of Offer Shares initially available under the Global Offering, and the International Placing of initially 225,000,000 International Placing Shares (subject to reallocation and the Over-allotment Option), representing 90% of the number of Offer Shares initially available under the Global Offering. The allocation of Offer Shares between the Hong Kong Public Offering and the International Placing will be subject to reallocation as described in “Structure and Conditions of the Global Offering – The Hong Kong Public Offering – Reallocation and Clawback” in the Prospectus. In particular, if (i) the International Placing is not fully subscribed and the Hong Kong Public Offering is fully subscribed or oversubscribed, irrespective of the extent of over-allocation; or (ii) the International Placing is fully subscribed or oversubscribed and the Hong Kong Public Offering is fully subscribed or oversubscribed with the number of Offer Shares validly applied for under the Hong Kong Public Offering representing less than 15 times of the number of Offer Shares initially available for subscription under the Hong Kong Public Offering, then the Sole Representative has the authority to reallocate Offer Shares to the Hong Kong Public Offering from the International Placing and make available such reallocated Offer Shares as additional Hong Kong Public Offer Shares, provided that (1) the number of International Placing Shares re-allocated to the Hong Kong Public Offering should not exceed 25,000,000 Shares, representing 10% of the Offer Shares initially available under the Global Offering, increasing the total number of Offer Shares available under the Hong Kong Public Offering to 50,000,000 Shares, representing 20% of the Offer Shares initially available under the Global Offering; and (2) the final Offer Price must be fixed at the bottom end of the indicative Offer Price range stated in the prospectus (i.e. HK\$0.64 per Offer Share).

Under the International Underwriting Agreement, the Company is expected to grant the Over-allotment Option to the International Underwriters, exercisable by the Sole Representative at its sole and absolute discretion for itself and on behalf of the International Underwriters at any time within the period commencing on the Listing Date and ending on the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering (being Sunday, 6 November 2022). Upon exercise of the Over-allotment Option, the Company will be required to issue up to an aggregate of 37,500,000 additional Shares, representing 15% of the number of Offer Shares initially available under the Global Offering, at the Offer Price, for the purpose of covering over-allocations in the International Placing and satisfying the obligations of the Sole Representative to return the borrowed securities under the Stock Borrowing Agreement, if any. In the event that the Over-allotment Option is exercised, an announcement will be made by the Company and posted on the Stock Exchange’s website at www.hkexnews.hk and the Company’s website at www.regopimc.com.

EXPECTED TIMETABLE

Date and time^(Note)

Hong Kong Public Offering commences 9:00 a.m. on Friday,
30 September 2022

Latest time to complete electronic applications
under the **White Form eIPO** service through
the designated website www.eipo.com.hk. 11:30 a.m. on Friday,
7 October 2022

Application lists of the Hong Kong
Public Offering open 11:45 a.m. on Friday,
7 October 2022

Latest time for giving
electronic application instructions to HKSCC 12:00 noon on Friday,
7 October 2022

Latest time to complete payment of
White Form eIPO applications by
effecting internet banking transfer(s) or
PPS payment transfer(s) 12:00 noon on Friday,
7 October 2022

If you are instructing your **broker** or **custodian** who is a CCASS Clearing Participant or a CCASS Custodian Participant to give **electronic application instructions** via CCASS terminals to apply for the Hong Kong Public Offer Shares on your behalf, you are advised to contact your **broker** or **custodian** for the latest time for giving such instructions which may be different from the latest time as stated above.

Application lists of the Hong Kong
Public Offering close 12:00 noon on Friday,
7 October 2022

Expected Price Determination Date Friday,
7 October 2022

Announcement of the final Offer Price, level of indications of interest in the International Placing, level of applications in the Hong Kong Public Offering and basis of allocation of the Hong Kong Public Offer Shares to be published on the websites of the Stock Exchange at www.hkexnews.hk and our Company at www.regopimc.com on or before Friday, 14 October 2022

Results of allocations in the Hong Kong Public Offering (with successful applicants' identification document numbers, where appropriate) to be available through a variety of channels, including:

- in the announcement to be posted on the websites of the Stock Exchange at www.hkexnews.hk and our Company at www.regopimc.com. Friday, 14 October 2022
- from the designated results of allocations website at www.iporesults.com.hk (alternatively: English <https://www.eipo.com.hk/en/Allotment>; Chinese <https://www.eipo.com.hk/zh-hk/Allotment>) with a “search by ID” function from. 8:00 a.m. on Friday, 14 October 2022 to 12:00 midnight on Thursday, 20 October 2022
- from the allocation results telephone enquiry by calling +852 2862 8555 between 9:00 a.m. and 6:00 p.m. on. Friday, 14 October 2022, Monday, 17 October 2022, Tuesday, 18 October 2022 and Wednesday, 19 October 2022

Despatch/collection of share certificates or deposit of share certificates into CCASS in respect of wholly or partially successful applications pursuant to the Hong Kong Public Offering on or before. Friday, 14 October 2022

Despatch/collection of **White Form**

e-Refund payment instructions/refund cheques
in respect of wholly or partially successful application
if the final Offer Price is less than the price payable
on application (if applicable) and wholly or
partially unsuccessful applications pursuant
to the Hong Kong Public Offering on or before. Friday,
14 October 2022

Dealings in the Shares on the Stock Exchange to
commence at 9:00 a.m. on. Monday, 17 October 2022

Note: All dates and times refer to Hong Kong local dates and times.

SETTLEMENT

Subject to the granting of the listing of, and permission to deal in, the Shares on the Stock Exchange and compliance of 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 Listing Date or any other date as determined by HKSCC. Settlement of transactions between participants of the Stock Exchange is required to take place in CCASS on the second settlement day after the trade. All necessary arrangements have been made for the Shares to be admitted into CCASS. All activities under CCASS are subject to the General Rules of CCASS and CCASS Operational Procedures in effect from time to time. Investors should seek the advice of their stockbrokers or other professional advisers for details of the settlement arrangements and how such arrangements will affect their rights and interests.

ELECTRONIC APPLICATION CHANNELS

White Form eIPO service

The Hong Kong Public Offering will commence on Friday, 30 September 2022 through Friday, 7 October 2022. Applicants who meet the criteria set forth in “How to Apply for Hong Kong Public Offer Shares – 2. Who can apply” in the Prospectus may apply through the **White Form eIPO** service for the Offer Shares to be allotted and registered in their own names through the designated website at www.eipo.com.hk (24 hours daily, except on the last application day) from 9:00 a.m. on Friday, 30 September 2022 until 11:30 a.m. on Friday, 7 October 2022, and the latest time for completing full payment of application monies in respect of such applications will be 12:00 noon on Friday, 7 October 2022 or such later time under “How to Apply for Hong Kong Public Offer Shares – 10. Effect of Bad Weather and/or Extreme Conditions on the Opening of the Application Lists” in the Prospectus.

CCASS EIPO Service

CCASS Participants may give **electronic application instructions** to apply for the Hong Kong Public Offer Shares and to arrange payment of the money due on application and payment of refunds under their participant agreements with HKSCC and the General Rules of CCASS and the CCASS Operational Procedures.

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

Friday, 30 September 2022	–	9:00 a.m. to 8:30 p.m.
Monday, 3 October 2022	–	8:00 a.m. to 8:30 p.m.
Wednesday, 5 October 2022	–	8:00 a.m. to 8:30 p.m.
Thursday, 6 October 2022	–	8:00 a.m. to 8:30 p.m.
Friday, 7 October 2022	–	8:00 a.m. to 12:00 noon

CCASS Investor Participants can input **electronic application instructions** from 9:00 a.m. on Friday, 30 September 2022 until 12:00 noon on Friday, 7 October 2022 (24 hours daily, except on Friday, 7 October 2022, the last application day).

The latest time for inputting **electronic application instructions** will be 12:00 noon on Friday, 7 October 2022, the last application day or such later time as described in “How to Apply for Hong Kong Public Offer Shares – 10. Effect of Bad Weather and/or Extreme Conditions on the Opening of the Application Lists” in the Prospectus.

Note: The times in this sub-section 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.

Applications for the Hong Kong Public Offer Shares will only be considered on the basis of the terms and conditions set forth in the Prospectus and the designated website (www.eipo.com.hk).

PRICING

The Offer Price will not be more than HK\$0.80 per Offer Share and is expected to be not less than HK\$0.64 per Offer Share.

Applicants under the Hong Kong Public Offering are required to pay, on application, the maximum Offer Price of HK\$0.80 per Offer Share, in addition to brokerage of 1%, SFC transaction levy of 0.0027%, Stock Exchange trading fee of 0.005% and Financial Reporting Council transaction levy of 0.00015%. If an application is rejected, not accepted or accepted in part only, or if the Offer Price as finally determined is less than the maximum offer price of HK\$0.80 per Offer Share (excluding brokerage, SFC transaction levy, Stock Exchange trading fee and Financial Reporting Council transaction levy thereon), or if the conditions of the Global Offering as set out in “Structure and Conditions of the Global Offering – Conditions of the Global Offering” in the Prospectus are not fulfilled or waived or if any application is revoked, the application monies, or the appropriate portion thereof, together with the related brokerage, SFC transaction levy, Stock Exchange trading fee and Financial Reporting Council transaction levy, will be refunded, without interest or the cheque or banker’s cashier order will not be cleared. Any refund of application monies will be made on or before Friday, 14 October 2022.

PUBLICATION OF RESULTS

The Company expects to announce the final Offer Price, the level of indication of interest in the International Placing, the level of applications in the Hong Kong Public Offering and the basis of allocation of the Hong Kong Public Offer Shares on Friday, 14 October 2022 on the Company's website at www.regopimc.com and the website of the Stock Exchange at www.hkexnews.hk. The results of allocations and the Hong Kong identity card/passport/Hong Kong business registration numbers of successful applicants under the Hong Kong Public Offering will be available through a variety of channels at the times and dates and in the manners specified in "How to Apply for Hong Kong Public Offer Shares – 11. Publication of Results" in the Prospectus.

No temporary document of title will be issued in respect of the Shares. No receipt will be issued for sums paid on application. Share certificates will only become valid at 8:00 a.m. on Monday, 17 October 2022 provided that the Global Offering has become unconditional and the right of termination described in "Underwriting" in the Prospectus has not been exercised. Dealings in the Shares on the Stock Exchange will commence at 9:00 a.m. on Monday, 17 October 2022. The Shares will be traded in board lots of 4,000 Shares each under the stock code 2422.

Please refer to "Structure and Conditions of the Global Offering" and "How to Apply for Hong Kong Public Offer Shares" in the Prospectus for further details of the conditions and procedures of the Hong Kong Public Offering.

On behalf of the Board
Rego Interactive Co., Ltd
Chen Ping
Chairman

Hong Kong, 30 September 2022

As at the date of this announcement, the Board comprises Mr. Chen Ping, Mr. Tian Huan, Mr. Zhang Yongli and Mr. Xiao Yanfeng as executive Directors, and Ms. Hu Huijun, Mr. Wan Lixiang and Mr. Zhao Zhongping as independent non-executive Directors.