

【Press Release】

## **Launching of UCAN Interactive "Platform"**

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### **Founding of Ucan Union**

[26 November 2013 – Hong Kong] UCAN.com, the subsidiary of Culturecom Holdings Limited (“Culturecom”, stock code: 343.HK), Tianhe Union, 深圳市寶安區義工聯、Wo Xing Net (我行網) jointly organized a charity auction at the Kempinski Hotel, Nanshan District, Shenzhen yesterday (25 November). The charity night gained support from over 1,600 people from all walks of life. The main theme of the charity night was "Hope, Dedication & Thanksgiving", the activities included cultural programs, charity auction and O2O (Online-Offline) interaction.

Ucan Interactive “Platform” is a huge service platform and is a <Ucan Union> to provide extensive O2O services in the aspects of transportation, housing, food, entertainment, shopping, medical to the Mainland and the overseas users. Through the mobile internet, Ucan provides not only brand-name products but also finance products in order to extend and expand the product line, enhance and create new service model and system and also expand the huge market space. The huge platform which provides logistics, health products, finance products and cultural products will become the focal point in the future market.

In addition, Culturecom and UCAN.COM is currently providing service and entertainment platform, promoting strategic initiatives for finance services to establish a system and culture which is investor, customer and socially responsible; <Ucan Union> makes effort in establishing corporate social responsibility, focusing on interpretation the true meaning of charity, and creating hope for the disadvantaged.

The launching of Ucan Interactive “Platform” (Music, Game, Online-Offline – O2O) together with founding of Ucan Union (including the acquisition of Tianhe Union), it brings a platform integrating with music, games, culture, entertainment, tourism and new O2O business model. In order to become the world's unique and diverse high-end services and entertainment platform, Ucan will enhance the

existing mobile business model, upgrade the products and services and expand its O2O interactive business model.

The users can find innovative and fun Ucan games on Ucan Interactive "Platform", the games included the world first Hong Kong martial arts comics based mobile online game jointly launched by Culturecom and Taiwan leading online game developer, Chinese Gamer Corporation. And also the mobile TV games “Super Trio Maximus (超級無敵獎門人終極篇)”, “Can’t Buy Me Love (公主嫁到)”, “Triumph in the Skies II” (衝上雲霄II) and ‘The Hippocratic Crush II’ (On Call 36小時II) developed by the collaboration of Culturecom and TVB.COM based on the contents of TVB’s popular programs and dramas.

In addition, Ucan launched the first smart device UGate U1. UGate is the physical interface for entering O2O. It is a remarkable game terminal which aggregated the entertainment and cultural services of Ucan Interactive “Platform”. During the charity night, Ucan donated 10 commemorative edition of UGate for charity auction. Each UGate has “Asian King of Pop” Jay Chou’s autograph and certificate. Successful bidders took photos with Jay on stage became whole night climax.



Photo 1: Mr. Jay Chou, “Global Cultural Ambassador” of Ucan.com attend the launching ceremony of Ucan Interactive “Platform”



Photo 2: The ceremony was officiated by Mr. Jay Chou, the management of Culturecom and UCAN.COM and Tianhe Union, marking the launch of Ucan Interactive “Platform” and founding of Ucan Union

### **Culturecom Holdings Limited ("Culturecom")**

Culturecom Holdings is a pioneer in the entertainment culture, with a half-century comic creation, publishing history, international cultural exchange, has been playing an important role as "Cultural Ambassador". Founded in 1979, Culturecom is one of the largest comic publishers and animation developers in Asia.

Mr. Chu Bong Foo, Chairman of Culturecom is the renowned “Father of Chinese Computer” from Taiwan. Over the past three decades, Culturecom owns over 200 comic titles. Our comics have been distributed in 14 countries across the globe and translated to 10 different languages. Culturecom latest development strategy is to aggregate music, games, cultural content and new O2O business model, to create the most unique and diverse high-end service and entertainment platform. Culturecom also promote the strategic initiatives, the Group has just announced to acquire 51% of Tianhe Union Holding Group Limited at the Consideration of HK\$78,330,000, the Group is now look forward to the synergy of the acquisition.

### **Ucan.com Group ("Ucan.com")**

Ucan.com is a service content and publishing “Platform” which integrated music, animation, games, and O2O (Online-Offline) transactions.

Ucan.com the subsidiary of Culturecom Holdings Limited (“Culturcom”), a Hong Kong listed company (stock code: 343). With Culturecom’s technology of comics digitization and 3D animation, and collaboration with <Asian Music (Creative) King> Jay Chou, Ucan "Cloud city" was established at the end of 2011. Ucan "Cloud city" is an innovative music, animation, games, and O2O (Online-Offline) "Platform" in promoting new developments in the world of pop culture (games) industry and assist in developing diverse cultural products (and services) for the digital cultural and creative companies in the Mainland, Taiwan and Hong Kong.

### **Ucan "Cloud city"**

On 21 December 2011, Culturecom announced the establishment of Ucan.com, a 3D animation network “Platform”. “Asian King of Pop" Jay Chou is one of the founding shareholders of Ucan.com became the “Global Cultural Ambassador” of Ucan. Ucan.com aimed at creating Ucan "Cloud city" to be the world's first “Online City”, the social games and electronic (internet) commerce "Platform" which based on the real scenery of Hong Kong.

Hong Kong was being a starting poing of Ucan "Cloud City", this model will be copied to the global market. "Cloud City" just like real life on the Internet, users are free to choose a lifestyle, arranged their own "home on net" (the online home), interact with friends, set up "online shop", build a brand, allowing users to enjoy the creativity, develop their potential and enjoy the freedom and fun, and to find opportunities for starting business. There are three versions for Ucan "Cloud city" - (1) Mobile Edition (2) Browser version, (3) PC version.

### **About O2O (Online to Offline) Model**

O2O (Online to Offline) is the offline consumption was generated by the online purchase. O2O of Ucan could be offering VIP discounts, VIP services and VIP benefits to Ucan valued members, which will convert them to the become the offline customers.

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