

**【For immediate release】**

**Culturecom and Chinese Gamer  
launched first Hong Kong comics based Mobile Online Game  
Chinese Hero Puzzle**

(July 26, 2013 – Hong Kong) Culturecom Holdings Limited ("Culturecom", HKEx stock code: 343.HK) and Taiwan leading online game developer, Chinese Gamer Corporation (TWSE: 3083) jointly launched world first Hong Kong martial arts comics based mobile online game – "Chinese Hero Puzzle".

"Chinese Hero Puzzle" depicts the classic Hong Kong comics' characters, and its story and fight scenes in which none of similar mobile games had done before. "Chinese Heros Puzzle" has the basis on classic Hong Kong comics as a mobile online game which gives an absolute advantage to its potential popularity.

A popular and addictive freemium game, combining the key elements of a puzzle game, a storyline battlefield crawling RPG and a hero collecting adventure with the background and storyline of "Chinese Heros". Players will lead a team of heros as they explore countless battlefields as in the storylines, collect treasures and battle a variety of powerful foes along the way. Slide colorful orbs across the screen until 3 or more are adjacent to attack foes. With over hundreds heros to collect and evolve, players can build the perfect team to conquer any battlefield.

An advanced technology was developed in the game server supporting PvP. Comparing to similar mobile games, this is a breakthrough and a milestone in the mobile online game category. It greatly increases the gaming experience to players and their interactions.

The social platform in the game is more user-friendly and encourages more and close interactions and communications between players. This further improves the sociability between game players, allowing instant messaging and information sharing.

Newzoo Market Research Company report states that the total revenue of global gaming industry will reach USD\$70.4 billion in 2013, an increase of 6% from last year. Among which, Asia Pacific market recorded the fastest growth rate of 11%. By 2016, the market share of Asia Pacific region will account for 37.9% of global gaming market.

Referring to the annual China Gaming Industry Report, the total revenue of the industry in 2012 was over RMB60 billion, with a 35% growth comparing to last year (RMB44.6 billion). The rapid development and expansion of the industry unveil its huge potential in China market and the number of users.

Cooperation between Culturecom and Chinese Gamer Corporation is a win-win situation of original comics and online game technology development. Leveraging on ample comics resources of Culturecom and powerful R&D technology of Chinese Gamer Corporation, we plan for a further cooperation jointly developing more mobile online games and explore the Greater China mobile online game market.



Picture: Culturecom and Chinese Gamer launched Chinese Hero Puzzle

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

Culturecom Holdings Limited, listed on the Main Board of the Hong Kong Stock Exchange (343.HK), is one of the largest comic book publishers and media content providers in Asia with over 40 years of experience and dedication in the comic book industry. Culturecom started licensing Chinese Gamer Corporation to develop Chinese Hero Online Game in 2009. The game earned NT\$2,200,000,000 (USD \$66,000,000) in two years, setting the record for the highest profits in the China and Southeast Asia video game industry. Culturecom has huge advantages and potential in developing comics game market. For business strategies, Culturecom collaborates former publishing partners, aggregates superstar entertainment culture, combines high-end game developers, so as to form strategic alliance for aggressive development of mobile online game market in Greater China and Southeast Asia regions.

### **Chinese Gamer Corporation ("Chinese Gamer")**

Chinese Gamer Corporation (TWSE: 3083), the leading online game R&D company, was established in 2000, and launched many popular and successful online games in Taiwan such as Jing-Yong Online, Huang-Yi Online, Kong Fu Online and Chinese Hero Online, licensing to worldwide overseas markets including PRC, Hong Kong, Macau, Korea, Vietnam, Russia, Europe, America, Thailand, Japan,

Singapore and Malaysia. As the professional online game company in Taiwan, Chinese Gamer Corporation always follows the latest technology advancing its capability and looks forward to inheriting Chinese culture with online game interaction and penetration in Chinese culture everywhere by the internet.

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