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## **CULTURECOM HOLDINGS LIMITED**

**文化傳信集團有限公司\***

*(incorporated in Bermuda with limited liability)*

(Stock Code: 343)

### **DISCLOSEABLE TRANSACTION – DISPOSAL OF 100% EQUITY INTEREST OF RAISE BEAUTY FURTHER DEFERRAL OF COMPLETION OF THE SALE AND PURCHASE AGREEMENT**

Reference is made to the announcements of the Company dated 6 February 2013 and 20 June 2013 regarding the disposal of 100% Equity Interest of Raise Beauty. The Board announces that on 20 August 2013, a second supplemental agreement has been entered into between Success Dynasty and the Purchaser, pursuant to which parties agreed to further defer the Completion Date of the Sale and Purchase Agreement from 20 August 2013 to on or before 19 October 2013, as the requisite sale and purchase procedures have yet to be completed in the PRC.

Reference is made to the announcements of the Company dated 6 February 2013 and 20 June 2013 (“the Announcements”) regarding the disposal of 100% Equity Interest of Raise Beauty. Unless the context otherwise requires, terms used in this announcement have the meanings ascribed in the Announcements.

On 20 June 2013, Success Dynasty and the Purchaser entered into a supplemental agreement, pursuant to which the parties agreed to defer the Completion Date of the Sale and Purchase Agreement from 20 June 2013 to before 20 August 2013, to allow further time for the Ministry of Commerce of the PRC to approve the payment.

As the requisite sale and purchase procedures have yet to be completed in the PRC, a second supplemental agreement has been entered into between Success Dynasty and the Purchaser, pursuant to which the parties agreed to further defer the Completion Date of the Sale and Purchase Agreement from 20 August 2013 to on or before 19 October 2013.

By the order of the Board  
**Culturecom Holdings Limited**  
**Chu Bong Foo**  
*Chairman*

Hong Kong, 20 August 2013

*As at the date of this announcement, the Board comprises of Ms. Chow Lai Wah Livia (being the Vice Chairman and executive Director); Mr. Kwan Kin Chung, Mr. Chung Billy, Mr. Wan Xiaolin, Mr. Tang U Fai, Mr. Tang Kwing Chuen Kenneth and Mr. Chen Man Lung (all being executive Directors); Mr. Chu Bong Foo (being the Chairman and non-executive Director) and Mr. Tsang Wai Wa, Mr. Joseph Lee Chennault, Mr. Lai Qiang and Ms. Ng Ying (all being independent non-executive Directors)*