

This announcement is for information purposes only and does not constitute an offer or an invitation to induce an offer by any person to acquire, purchase or subscribe for securities. Potential investors should read the prospectus dated 13th January, 2014 (the "Prospectus") issued by Magnum Entertainment Group Holdings Limited (the "Company") for detailed information about the Company and the Global Offering described below before deciding whether or not to invest in the shares thereby being offered.

This announcement is not an offer of securities for sale in the United States. Securities may not be offered or sold in the United States except pursuant to registration or an exemption from registration requirements under the United States Securities Act of 1933, as amended. The Hong Kong Offer Shares are being offered and sold outside the United States in offshore transactions in accordance with Regulation S under the U.S. Securities Act. There will not and is not currently intended to be any public offering of securities in the United States.

The Stock Exchange of Hong Kong Limited (the "Stock Exchange"), Hong Kong Exchanges and Clearing Limited and Hong Kong Securities Clearing Company Limited ("HKSCC") take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

Unless defined herein, terms and expressions in this announcement shall have the same meanings as those defined in the Prospectus.



Magnum Entertainment Group Holdings Limited

(Incorporated in the Cayman Islands with limited liability)

GLOBAL OFFERING

- Number of Offer Shares :** 84,000,000 Shares (subject to adjustment and the Over-allotment Option)
- Number of Hong Kong Offer Shares :** 8,400,000 Shares (subject to adjustment)
- Number of International Placing Shares :** 75,600,000 Shares (subject to adjustment and the Over-allotment Option)
- Offer Price :** Not more than HK\$1.5 per Offer Share and expected to be not less than HK\$1.0 per Offer Share, plus brokerage of 1%, SFC transaction levy of 0.003% and Stock Exchange trading fee of 0.005% (payable in full on application in Hong Kong dollars and subject to refund)
- Nominal value :** HK\$0.01 per Share
- Stock code :** 2080

Sole Sponsor



Sole Global Coordinator and Sole Bookrunner



Joint Lead Managers



Application has been made by the Company to the Listing Committee for the granting of the approval for the listing of, and permission to deal in, the Shares in issue and to be issued as described in the Prospectus (including the additional Shares to be offered pursuant to the exercise of the Over-allotment Option and the exercise of any options which may be granted under the Share Option Scheme). Assuming the Hong Kong Public Offer becomes unconditional at or before 8:00 a.m. in Hong Kong on Thursday, 23rd January, 2014, it is expected that dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Thursday, 23rd January, 2014. In the event the Over-allotment Option is exercised, an announcement will be made by the Company on the Company's website at www.magnumentertainment.com.hk and the website of the Stock Exchange at www.hkexnews.hk.

The Offer Price will not be more than HK\$1.5 per Offer Share and will not be less than HK\$1.0 per Offer Share, unless otherwise announced. Applicants for Hong Kong Offer Shares are required to pay, on application, the maximum Offer Price of HK\$1.5 for each Hong Kong Offer Share together with a brokerage of 1%, SFC transaction levy of 0.003% and Stock Exchange trading fee of 0.005%, subject to refund if the Offer Price as finally determined is less than HK\$1.5 per Offer Share. Applications for the Hong Kong Offer Shares will only be considered on the basis of the terms and conditions of the Prospectus and the related Application Forms. Applicants who would like to be allocated the Hong Kong Offer Shares in their own names should (i) complete and sign the **WHITE** Application Forms; or (ii) submit applications online through the designated website of the **HK eIPO White Form** Service Provider at www.hkeipo.hk under the **HK eIPO White Form** service. Applicants who would like to have the allocated Hong Kong Offer Shares issued in the name of HKSCC Nominees and deposited directly into CCASS for credit to their CCASS Investor Participant stock accounts or the stock accounts of their designated CCASS Participants should (i) complete and sign the **YELLOW** Application Forms; or (ii) give electronic application instructions to HKSCC via CCASS.

The Global Offering comprises the Hong Kong Public Offer of 8,400,000 Shares (subject to adjustment), and the International Placing of an aggregate of 75,600,000 Shares (subject to adjustment and the Over-allotment Option). The allocation of the Offer Shares between the Hong Kong Public Offer and the International Placing will be subject to adjustment as described in the section headed "Structure of the Global Offering" in the Prospectus.

In connection with the Global Offering, the Company is expected to grant the Over-allotment Option to the International Underwriters, exercisable by the Sole Global Coordinator on behalf of the International Underwriters. Pursuant to the

Over-allotment Option, the Sole Global Coordinator has the right, exercisable at any time from the Listing Date until 30 days after the last date for the lodging of applications under the Hong Kong Public Offer, to require the Company to allot and issue up to an aggregate of 12,600,000 Shares (representing 15% of the Offer Shares initially available under the Global Offering), at the Offer Price to cover, among other things, over-allocations in the International Placing, if any.

Copies of the Prospectus, together with the **WHITE** Application Forms, may be obtained during normal business hours from 9:00 a.m. on Monday, 13th January, 2014 until 12:00 noon on Thursday, 16th January, 2014 from:

1. the following address of the Sole Global Coordinator and the Sole Bookrunner:

BOCOM International Securities Limited
 9th Floor, Man Yee Building
 68 Des Voeux Road Central
 Hong Kong

2. any of the following branches of the receiving banks for the Hong Kong Public Offer:

- **Bank of Communications Co., Ltd. Hong Kong Branch**

	Branch Name	Address
Hong Kong Island	Hong Kong Branch	20 Pedder Street, Central
	King's Road Sub-Branch	67-71 King's Road
	North Point Sub-Branch	442-444 King's Road, North Point
Kowloon	Mongkok Sub-Branch	Shops A & B, G/F., Hua Chiao Commercial Centre, 678 Nathan Road
	Jordan Road Sub-Branch	1/F., Booman Building, 37U Jordan Road
New Territories	Yuen Long Sub-Branch	Shop B-F, G/F., 2-14 Tai Fung Street

- **The Bank of East Asia, Limited**

	Branch Name	Address
Hong Kong Island	Main Branch	10 Des Voeux Road Central, Hong Kong
	Causeway Bay Branch Queen's Road East Branch	46 Yee Wo Street Ground Floor Shop B & C, 228 Queen's Road East, Wanchai
Kowloon	Prince Edward Branch	G/F, Hanley House, 776-778 Nathan Road
	Kwun Tong Branch East Tsim Sha Tsui Branch	7 Hong Ning Road Shop G3 - G5, G/F, East Ocean Centre, 98 Granville Road, Tsim Sha Tsui
New Territories	Tsuen Wan Branch	239-243 Sha Tsui Road
	Shatin Plaza Branch	Shop 3 - 4, Level 1, Shatin Plaza

- **Industrial and Commercial Bank of China (Asia) Limited**

	Branch Name	Address
Hong Kong Island	Sheung Wan Branch	Shop F, G/F, Kai Tak Commercial Building, 317-319 Des Voeux Road Central, Sheung Wan
Kowloon	Mongkok Branch	G/F., Belgian Bank Building, 721-725 Nathan Road, Mongkok
	Tsim Sha Tsui Branch	Shop 1&2, G/F, No. 35-37 Hankow Road, Tsimshatsui

	Branch Name	Address
	Ngau Tau Kok Branch	Shop Nos. G211-214, G/F, Phase II, Amoy Plaza, 77 Ngau Tau Kok Road
	Mei Foo Branch	Shop N95A, 1/F, Mount Sterling Mall, Mei Foo Sun Chuen
New Territories	Tai Po Branch	Shop F, G/F, Mee Fat Building, No 34-38 Tai Wing Lane, Tai Po

Copies of the Prospectus, together with the **YELLOW** Application Forms, may be obtained during normal business hours from 9:00 a.m. on Monday, 13th January, 2014 until 12:00 noon on Thursday, 16th January, 2014 from:

- (1) the depository counter of HKSCC at 2nd Floor, Infinitus Plaza, 199 Des Voeux Road Central, Hong Kong; or
- (2) your stockbroker, who may have the Prospectus and **YELLOW** Application Forms available.

The **WHITE** or **YELLOW** Application Form completed in accordance with the instructions printed thereon, together with a cheque or banker's cashier order payable to "Bank of Communications (Nominee) Co. Ltd. — Magnum Ent Public Offer" attached should be deposited in the special collection boxes provided at any of the branches of the receiving banks referred to above on such dates and during such time as specified in the Application Forms.

Applicants may apply online through the designated website of the **HK eIPO White Form** Service Provider at www.hkeipo.hk from 9:00 a.m. on Monday, 13th January, 2014 until 11:30 a.m. on Thursday, 16th January, 2014 (or such later date as may apply as described in the section headed "How to Apply for Hong Kong Offer Shares — Effect of Bad Weather on the Opening of the Application Lists" in the Prospectus) (24 hours daily, except the last application day).

CCASS Participants can input **electronic application instructions** from 9:00 a.m. on Monday, 13th January, 2014 until 12:00 noon on Thursday, 16th January, 2014.

Please refer to the sections headed “Structure of the Global Offering” and “How to Apply for Hong Kong Offer Shares” of the Prospectus for details of the conditions and procedures of the Hong Kong Public Offer.

The Company expects to announce the Offer Price, the level of applications in the Hong Kong Public Offer, the level of indications of interest in the International Placing and the basis of allocation of the Hong Kong Offer Shares on Wednesday, 22nd January, 2014 on the Company’s website at www.magnumentertainment.com.hk and the website of the Stock Exchange at www.hkexnews.hk. Results of allocations in the Hong Kong Public Offer (with successful applicants’ identification document numbers, where applicable) will be available through a variety of channels from Wednesday, 22nd January, 2014 as described in the section “How to Apply for Hong Kong Offer Shares — Publication of Results” in the Prospectus.

No temporary documents of title will be issued. No receipt will be issued for application monies received. Dealing in the Shares on the Stock Exchange is expected to commence at 9:00 a.m. on Thursday, 23rd January, 2014. The Shares will be traded in board lots of 2,000 each. The stock code of the Shares is 2080.

By order of the Board
Magnum Entertainment Group Holdings Limited
Yip Mow Lum
Chairman

Hong Kong, 13th January, 2014

As at the date of this announcement, the executive Directors are Mr. CHAN Chi Wah, Ms. MOK Kung Yee, Ms. TSANG Kwok Shan, Sandy and Mr. LAM Jhug Ching; the non-executive Director is Mr. YIP Mow Lum and the independent non-executive Directors are Mr. YUNG Ha Kuk, Victor, Mr. LEUNG Chun Kuen, Noel and Mr. LAM Kwok Fai, Osmond.

*Please also refer to the published version of this announcement in **Hong Kong Economic Times** (in Chinese), **Oriental Daily News** (in Chinese) and **Sing Tao Daily** (in Chinese).*