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**LINEKONG**

藍港互動

**Linekong Interactive Co., Ltd.**

藍港互動有限公司

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 8267)**

## **PROFIT WARNING**

This announcement is made by Linekong Interactive Co., Ltd. (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”) and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors of the Company (the “**Directors**”) hereby notifies the shareholders and potential investors of the Company that, based on the information currently available to the Group and the preliminary assessment on the unaudited consolidated management accounts (the “**Management Accounts**”) of the Group for the three months ended 31 March 2015, it is expected that the Group will record a net loss of approximately RMB54,000,000 to RMB59,000,000 for the three months ended 31 March 2015 under the International Financial Reporting Standards (the “**IFRSs**”), which included the non-cash expenses of approximately RMB32,000,000 incurred from the grant of restricted share units (the “**RSUs**”) by the Company. Excluding such non-cash expenses incurred from the grant of RSUs by the Company under the IFRSs, it is expected that the Group will record a net loss of approximately RMB22,000,000 to RMB27,000,000 for the three months ended 31 March 2015 under the non-IFRSs after adjustment.

The expected net loss was mainly attributable to the following reasons:

- (a) In order to enhance the quality of the mobile games, the Group has made a strategic move to exert more time and resources for research and development. Such move has caused adjustments to the release time for certain self-developed or licensed mobile games, and in turn affect the revenue generated. At the same time, a decrease in revenue was recorded in the games currently operated by the Group, which resulted in a lower-than-expected revenue for the first quarter of 2015; and
- (b) Approaching the end of the first quarter of 2015, the Group increased the pre-launch promotion and marketing expenses significantly on *One Hundred Thousand Bad Jokes* (十萬個冷笑話), a mobile game recently launched on 18 March 2015, so as to boost product popularity, players' awareness and number of active players (once recorded over 1 million daily active players after the release of such mobile game).

As the Company is still finalising the first quarterly results for the three months ended 31 March 2015, and the Management Accounts have not been reviewed or audited by the auditors of the Company, the information set out herein is based solely on the information currently available to the Group and the preliminary assessment made by the Board on the Management Accounts. As such, the actual results for the three months ended 31 March 2015 may be different from the disclosure in this announcement.

Further information on the Group's results and performance for the three months ended 31 March 2015 is expected to be announced in May 2015 and the related quarterly report will be published and despatched to the shareholders of the Company in accordance with the requirements under the GEM Listing Rules.

**Shareholders and potential investors of the Company are advised to exercise caution when dealing in the securities of the Company.**

By order of the Board of  
**Linekong Interactive Co., Ltd.**  
**藍港互動有限公司**  
**WANG Feng**  
*Chairman*

Beijing, PRC, 13 April 2015

*As at the date of this announcement, the executive Directors are Mr. WANG Feng, Ms. LIAO Mingxiang and Mr. MAO Zhihai; the non-executive Director is Mr. QIAN Zhonghua; and the independent non-executive Directors are Mr. MA Ji, Mr. CHEN Tong and Mr. ZHANG Xiangdong.*

*This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.*

*This announcement will remain on the “Latest Company Announcements” page of the Growth Enterprise Market at [www.hkgem.com](http://www.hkgem.com) for at least 7 days from the date of its posting and be posted on the website of the Company at [www.linekong.com](http://www.linekong.com).*