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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)

VOLUNTARY ANNOUNCEMENT

CAPITAL CONTRIBUTION AGREEMENT IN RELATION TO PROPOSED ESTABLISHMENT OF A JOINT VENTURE COMPANY

This is a voluntary announcement made by Linekong Interactive Co., Ltd. (the “**Company**”, together with its subsidiaries, the “**Group**”) in relation to, among other things, the proposed establishment of a joint venture company.

The Company wishes to announce that, Linekong Entertainment Technology Co., Ltd. (“**Linekong Entertainment**”), a company controlled by the Group through contractual arrangements, has entered into a capital contribution agreement (the “**Capital Contribution Agreement**”) with Strawbear Technology Co., Ltd. (“**Strawbear Technology**”), a company controlled by Mr. Wu Qilong (a Taiwanese singer and actor) (“**Mr. Wu**”) dated 13 April 2015 pursuant to which, Linekong Entertainment and Strawbear Technology have agreed to establish a joint venture company (the “**JV Company**”) in Beijing, the People’s Republic of China (the “**PRC**”). The JV Company will be established to conduct research and development as well as to promote a mobile game called *Wars of Shushan*, which will be based on a television series produced by a television series and movie company controlled by Mr. Wu with adaptation, and the said mobile game is expected to be launched in 2015 having regard to the broadcast schedule of such television series.

Pursuant to the Capital Contribution Agreement, the JV Company will be granted by Strawbear Technology free and exclusive rights of adaptation and publication in respect of the television series for a term of three years.

The expected registered capital of the JV Company will be RMB12,500,000, and will be contributed as to RMB10,000,000 by Linekong Entertainment and RMB2,500,000 by Strawbear Technology in cash. The JV Company will be owned as to 80% by Linekong Entertainment and 20% by Strawbear Technology upon its establishment. The financial results of the JV Company will be consolidated with the results of the Group.

The board of directors of the JV Company shall consist of three directors, of which two directors will be nominated by Linekong Entertainment and the remaining director will be nominated by Strawbear Technology. The chairman of the board of directors of the JV Company will be nominated by Linekong Entertainment.

Strawbear Technology is a company established in the People's Republic of China and is principally engaged in research and development as well as promotion of mobile games. To the best knowledge, information and belief of the directors of the Company (the "**Directors**") having made all reasonable enquiries, as at the date of this announcement, Strawbear Technology and its ultimate beneficial owner are third parties independent of the Company and its connected persons (as defined under the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the "**GEM Listing Rules**")).

The Directors are of the view that the cooperation with Strawbear Technology will promote the synergy between mobile games, and television series and movie intellectual property rights, which is in line with the business strategy of the Group. The Company has not and will not use any of the proceeds raised from its listing to finance the capital contribution under the Capital Contribution Agreement. In light of the aforesaid, the board of Directors considers that the Capital Contribution Agreement and the transactions contemplated thereunder are fair and reasonable and in the interests of the Company and its shareholders as a whole.

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

Beijing, PRC, 14 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 for at least 7 days from the date of its posting and be posted on the website of the Company at www.linekong.com.