

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited 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.*

**LINEKONG**

藍港互動

**Linekong Interactive Group Co., Ltd.**

**藍港互動集團有限公司**

*(formerly known as 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**

### **LAUNCH OF THE FIRST CONSOLE GAME – SWORD OF HEROES**

This is a voluntary announcement made by Linekong Interactive Group Co., Ltd. (the “**Company**”, together with its subsidiaries, the “**Group**”).

The board of directors of the Company (the “**Directors**”) wishes to provide a business update of the Group with a view to enable the shareholders and potential investors of the Company to appraise our recent development.

The Company is pleased to announce that, *Sword of Heroes* (英雄之劍), being one of our existing mobile games, has been transformed to console version and officially launched on June 25, 2015. *Sword of Heroes* is the first console game developed by the Group and has been made available on four major console gaming platforms, including Letv (樂視), Xiaomi (小米), Alibaba (阿里) and eGame platform of China Telecom (電信愛遊戲). By this move, the Group has become one of the first mainstream gaming developers in China launching console games.

According to the “2014 Report on the Game Industry of China (Market Version)” (《2014年中國遊戲產業報告(市場版)》) published by the Game Publishers Association Publications Committee (GPC) of The China Audio-video and Digital Publishing Association (中國音數協遊戲工委) and Gamma Data (伽馬數據), the family game industry in China, benefited by the positive impacts brought along with smart television (set-top box) games and console games, is facing favourable opportunity for development, and may reach a scale of RMB100 billion in the upcoming five to ten years.

The Group wishes to equip itself to develop in the family game industry in early stage through launching the console version of *Sword of Heroes*. Meanwhile, as disclosed in the 2014 Annual Report and the 2015 First Quarterly Report of the Company, the Group will also explore in the console game market by launching the first Sony PlayStation 4 console game, so as to improve the strategic planning of the Group in the family game market in China and to expand its market share in the future.

By Order of the Board  
**Linekong Interactive Group Co., Ltd.**  
**WANG Feng**  
*Chairman*

Beijing, PRC, June 29, 2015

*As at the date of this announcement, the executive Directors are Mr. WANG Feng, Ms. LIAO Mingxiang, Mr. MEI Song and Mr. ZHAO Jun; the non-executive Director is Mr. QIAN Zhonghua; and the independent non-executive Directors are Mr. MA Ji, Mr. ZHANG Xiangdong, Mr. WANG Xiaodong and Ms. ZHAO Yifang.*

*This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited 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 website 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).*