

SUMMARY

- The Offer Price has been determined at HK\$1.33 per Offer Share (exclusive of brokerage of 1.0%, SFC transaction levy of 0.003% and Stock Exchange trading fee of 0.005%).
- Based on the Offer Price of HK\$1.33 per Share, the net proceeds from the Share Offer to be received by the Company (excluding the net proceeds from the sale of the Sale Shares which will be received by the Selling Shareholder), after deduction of the underwriting commissions and other estimated expenses payable by the Company in the Share Offer, is estimated to be approximately HK\$36.1 million.
- A total of 7,176 valid applications have been received pursuant to the Public Offer on **WHITE** and **YELLOW** Application Forms and through giving **electronic application instructions** to HKSCC via CCASS and to the **HK eIPO White Form** Service Provider under the **HK eIPO White Form** service (www.hkeipo.hk) for a total of 2,056,240,000 Public Offer Shares, equivalent to approximately 342.71 times of the total number of 6,000,000 Public Offer Shares initially available under the Public Offer.
- Due to the very significant over-subscription in the Public Offer, the reallocation procedures as described in the section headed “Structure and conditions of the Share Offer – The Public Offer – Reallocation” in the Prospectus have been applied. As the number of Offer Shares validly applied for in the Public Offer represents more than 100 times of the number of Offer Shares initially available under the Public Offer, 24,000,000 Shares have been reallocated to the Public Offer from the Placing, so that the total number of Offer Shares available under the Public Offer increases to 30,000,000 Shares, representing 50% of the total number of the Offer Shares initially available under the Share Offer.
- The Offer Shares initially offered under the Placing have been moderately over-subscribed. After the reallocation, the final number of Offer Shares allocated to the places under the Placing is 30,000,000 Offer Shares, representing 50% of the total number of the Offer Shares under the Share Offer.
- The final Offer Price, the level of indications of interest in the Placing, the level of applications in the Public Offer and the basis of allocation of the Public Offer Shares is published on Tuesday, 5 November 2013 on the Company’s website at www.mega-expo.com and the website of the Stock Exchange at www.hkexnews.hk.
- The results of allocations and the Hong Kong identity card/passport/Hong Kong business registration numbers of successful applicants under the Public Offer will be available at the times and date and in the manner specified below:
 - in the announcement to be posted on our Company’s website at www.mega-expo.com and the Stock Exchange’s website at www.hkexnews.hk on Tuesday, 5 November 2013;

- from the designated results of allocations website at www.tricor.com.hk/ipo/result with a “search by ID” function on a 24-hour basis from 8:00 a.m. on Tuesday, 5 November 2013 to 12:00 midnight on Monday, 11 November 2013;
 - by telephone enquiry line by calling 3691-8488 between 9:00 a.m. and 6:00 p.m. from Tuesday, 5 November 2013 to Friday, 8 November 2013 on a business day;
 - in the special allocation results booklets which will be available for inspection during opening hours from Tuesday, 5 November 2013 to Thursday, 7 November 2013 at all the receiving bank branches and sub-branches at the addresses set out in the paragraph headed “Results of allocations” below in this announcement.
- Applicants who have applied for 1,000,000 or more Public Offer Shares on **WHITE** or **YELLOW** Application Forms and have provided all information required by their Application Forms may collect their refund cheque(s) and/or share certificate(s) (if any) from Tricor Investor Services Limited at 26th Floor, Tesbury Centre, 28 Queen’s Road East, Wanchai, Hong Kong from 9:00 a.m. to 1:00 p.m. on Tuesday, 5 November 2013.
 - Individual applicants must not authorise any other person to collect on their behalf. Corporate applicants must attend by their authorised representative bearing letters of authorisation from their corporations stamped with the corporations’ chops. Both individuals and authorised representatives of corporations (as the case may be) must produce, at the time of collection, evidence of identity acceptable to Tricor Investor Services Limited. If applicants do not collect their share certificate(s) and/or refund cheque(s) (where applicable) personally within the time specified for collection, their share certificate(s) and/or refund cheque(s) (where applicable) will be despatched promptly to the addresses specified in their Application Forms by ordinary post at their own risk.
 - Applicants who have applied for less than 1,000,000 Public Offer Shares on **WHITE** or **YELLOW** Application Forms will have their share certificate(s) and/or refund cheque(s) (where applicable) sent to the addresses on their Application Forms on Tuesday, 5 November 2013 by ordinary post and at their own risk.

- Share certificate(s) (if any) and/or refund cheque(s) (if any) for Public Offer Shares allotted to applicants using **WHITE** and/or **YELLOW** Application Forms or **HK eIPO White Form** service (www.hkeipo.hk) which are either not available for personal collection, or which are so available but are not collected in person, or who have applied for less than 1,000,000 Public Offer Shares, are expected to be despatched by ordinary post to those entitled at their own risk on Tuesday, 5 November 2013.
- Applicants who have applied for 1,000,000 Public Offer Shares or more through the **HK eIPO White Form** service by submitting electronic applications to the designated **HK eIPO White Form** Service Provider through the designated website at www.hkeipo.hk may collect their share certificate(s) and/or refund cheque(s) (where applicable) in person from Tricor Investor Services Limited at 26th Floor, Tesbury Centre, 28 Queen's Road East, Wanchai, Hong Kong, from 9:00 a.m. to 1:00 p.m. on Tuesday, 5 November 2013.
- If applicants do not collect their share certificate(s) and/or refund cheques (where applicable) personally within the time specified for collection, they will be sent to the addresses specified in their electronic applications by ordinary post at their own risk.
- Applicants who have applied for less than 1,000,000 Public Offer Shares through the **HK eIPO White Form** service will have their share certificate(s) and/or refund cheque(s) (where applicable) sent to the addresses specified in their applications instructions on Tuesday, 5 November 2013 by ordinary post at their own risk.
- For wholly or partially unsuccessful applicants who have applied through the **HK eIPO White Form** service by paying the application monies through a single bank account, any refund monies will be despatched to that bank account in the form of **HK eIPO White Form** e-Auto Refund payment instructions on Tuesday, 5 November 2013. For wholly or partially unsuccessful applicants who have applied through the **HK eIPO White Form** service by paying the application monies through multiple bank accounts, any refund monies will be despatched to the address as specified in their application instructions in the form of refund cheque(s) on Tuesday, 5 November 2013 by ordinary post at their own risk.
- For wholly or partially successful applicants who have applied for the Public Offer Shares by giving **electronic application instructions** to HKSCC, their share certificates will be issued in the name of HKSCC Nominees and deposited into CCASS for credit to their designated CCASS Participant's stock account or their CCASS Investor Participants' stock accounts on Tuesday, 5 November 2013, or on any other date determined by HKSCC or HKSCC Nominees.

- Refund of the application monies (if any) in respect wholly or partially successful applicants made via giving **electronic application instructions** to HKSCC will be credited to their designated bank account or the designated bank account of their broker or custodian on Tuesday, 5 November 2013.
- Share certificates for the Offer Shares will only become valid certificates of title at 8:00 a.m. on Wednesday, 6 November 2013, provided that (i) the Share Offer has become unconditional in all respects; and (ii) the Underwriters' right of termination as described in the section headed "Underwriting – Underwriting arrangements and expenses – Public Offer – Grounds for termination" in the Prospectus has not been exercised.
- No temporary document of title will be issued in respect of the Shares. No receipt will be issued for sums paid on application for the Offer Shares.
- Assuming that the Public Offer becomes unconditional at or before 8:00 a.m. on Wednesday, 6 November 2013, it is expected that dealings in the Shares on the Stock Exchange will commence at 9:00 a.m. on Wednesday, 6 November 2013. The Shares will be traded in board lots of 2,000 Shares each under the stock code 1360.

OFFER PRICE AND USE OF NET PROCEEDS FROM THE SHARE OFFER

The Offer Price has been determined at HK\$1.33 per Offer Share (exclusive of brokerage of 1.0%, SFC transaction levy of 0.003% and Stock Exchange trading fee of 0.005%).

Based on the Offer Price of HK\$1.33 per Share, the net proceeds from the Share Offer to be received by the Company (excluding the net proceeds from the sale of the Sale Shares which will be received by the Selling Shareholder), after deduction of the underwriting commissions and other estimated expenses payable by the Company in relation to the Share Offer, is estimated to be approximately HK\$36.1 million. The Company presently intends to use the net proceeds from the Share Offer as follows:

- (a) approximately 60%, or HK\$21.7 million, will be applied to organise or develop new exhibitions or for consideration of potential acquisition opportunities or for cooperation with other players in the exhibition industry in Hong Kong or overseas (including but not limited to Poland, Macau, UK and the PRC);
- (b) approximately 30%, or HK\$10.8 million, will be applied to expand existing exhibitions organised by the Group including the Mega Shows, Berlin Expo, Vegas Expo and Singapore Asia Expo, by increasing the Group's marketing, including but not limited to launching advertising campaign and expanding the Group's market contacts on visitors and exhibitors; and
- (c) the remaining net proceeds from the Share Offer (approximately 10% or HK\$3.6 million) will be applied as general working capital and other general corporate purposes of the Group.

LEVEL OF APPLICATIONS OF THE PUBLIC OFFER RECEIVED

The Directors announce that at the close of the application lists at 12:00 noon on Wednesday, 30 October 2013, a total of 7,176 valid applications (including applications on **WHITE** and **YELLOW** Application Forms and through giving **electronic application instructions** to HKSCC via CCASS and to the **HK eIPO White Form** Service Provider through the **HK eIPO White Form** service (www.hkeipo.hk)) have been received pursuant to the Public Offer for a total of 2,056,240,000 Public Offer Shares, equivalent to approximately 342.71 times of the total number of 6,000,000 Public Offer Shares initially available under the Public Offer.

Six multiple applications or suspected multiple applications have been identified and rejected. Four applications have been rejected due to bounced cheques. One application has been rejected due to invalid application which is not completed per instructions of the relevant Application Form. No applications for more than 6,000,000 Shares, being 100% of the Public Offer Shares initially available under the Public Offer, have been identified. The Offer Shares offered in the Public Offer were conditionally allocated on the basis set out in the paragraph headed “Basis of allocation under the Public Offer” below.

Due to the very significant over-subscription in the Public Offer, the reallocation procedures as described in the section headed “Structure and conditions of the Share Offer – The Public Offer – Reallocation” in the Prospectus have been applied. As the number of Offer Shares validly applied for in the Public Offer represents more than 100 times of the number of Offer Shares initially available under the Public Offer, 24,000,000 Shares have been reallocated to the Public Offer from the Placing, so that the total number of Offer Shares available under the Public Offer increases to 30,000,000 Shares, representing 50% of the total number of the Offer Shares initially available under the Share Offer.

LEVEL OF INDICATIONS OF INTEREST RECEIVED IN THE PLACING

The Offer Shares initially offered under the Placing have been moderately over-subscribed. After the reallocation, the final number of Offer Shares allocated to the places under the Placing is 30,000,000 Offer Shares, representing 50% of the total number of the Offer Shares under the Share Offer.

The Directors confirm that, to the best of their knowledge, information and belief having made reasonable enquiries, no Placing Shares have been allocated to places who are Directors, existing Shareholders or beneficial owner of Shares and connected persons of the Company or their associates within the meanings of the Listing Rules, whether in their own names or through nominees. None of the Sole Coordinator, the Joint Bookrunners, the Joint Lead Managers and the Underwriters and their respective affiliated companies and the connected clients of the lead broker or of any distributors (as defined in Appendix 6 to the Listing Rules) have taken up any Offer Shares for its own benefit under the Share Offer. The Directors further confirm that the Placing is in compliance with the placing guidelines for equity securities as set out in Appendix 6 to the Listing Rules and no placee will, individually, be placed with more than 10% of the enlarged issued share capital of the Company immediately after the Share Offer. As such, the Directors confirm that none of the places will become a Substantial Shareholder immediately after the Share Offer, and the Company’s public float will satisfy the minimum percentage as prescribed by Rule 8.08 of the Listing Rules.

BASIS OF ALLOCATION UNDER THE PUBLIC OFFER

Valid applications made by the public on **WHITE** and **YELLOW** Application Forms, by giving **electronic application instructions** to HKSCC via CCASS and to the **HK eIPO White Form** Service Provider through the designated **HK eIPO White Form** service will be conditionally allocated on the basis set out below:

Number of Shares applied for	Number of valid applications	Basis of allocation/ballot	Approximate percentage allotted of the total number of Shares applied for
2,000	2,176	47 out of 2,176 applicants to receive 2,000 shares	2.16%
4,000	674	29 out of 674 applicants to receive 2,000 shares	2.15%
6,000	720	46 out of 720 applicants to receive 2,000 shares	2.13%
8,000	529	45 out of 529 applicants to receive 2,000 shares	2.13%
10,000	357	38 out of 357 applicants to receive 2,000 shares	2.13%
12,000	96	12 out of 96 applicants to receive 2,000 shares	2.08%
14,000	50	7 out of 50 applicants to receive 2,000 shares	2.00%
16,000	61	9 out of 61 applicants to receive 2,000 shares	1.84%
18,000	44	7 out of 44 applicants to receive 2,000 shares	1.77%
20,000	343	59 out of 343 applicants to receive 2,000 shares	1.72%
30,000	190	49 out of 190 applicants to receive 2,000 shares	1.72%
40,000	180	62 out of 180 applicants to receive 2,000 shares	1.72%
50,000	117	49 out of 117 applicants to receive 2,000 shares	1.68%
60,000	60	30 out of 60 applicants to receive 2,000 shares	1.67%
70,000	35	20 out of 35 applicants to receive 2,000 shares	1.63%
80,000	131	82 out of 131 applicants to receive 2,000 shares	1.56%
90,000	94	66 out of 94 applicants to receive 2,000 shares	1.56%
100,000	219	170 out of 219 applicants to receive 2,000 shares	1.55%
150,000	116	2,000 shares plus 18 out of 116 applicants to receive an additional 2,000 shares	1.54%
200,000	158	2,000 shares plus 86 out of 158 applicants to receive an additional 2,000 shares	1.54%
250,000	37	2,000 shares plus 34 out of 37 applicants to receive an additional 2,000 shares	1.54%
300,000	68	4,000 shares plus 19 out of 68 applicants to receive an additional 2,000 shares	1.52%
350,000	42	4,000 shares plus 27 out of 42 applicants to receive an additional 2,000 shares	1.51%
400,000	43	6,000 shares plus 1 out of 43 applicants to receive an additional 2,000 shares	1.51%
450,000	18	6,000 shares plus 7 out of 18 applicants to receive an additional 2,000 shares	1.51%
500,000	35	6,000 shares plus 26 out of 35 applicants to receive an additional 2,000 shares	1.50%
600,000	39	8,000 shares plus 18 out of 39 applicants to receive an additional 2,000 shares	1.49%
700,000	35	10,000 shares plus 6 out of 35 applicants to receive an additional 2,000 shares	1.48%
800,000	44	10,000 shares plus 41 out of 44 applicants to receive an additional 2,000 shares	1.48%
900,000	8	12,000 shares plus 5 out of 8 applicants to receive an additional 2,000 shares	1.47%
1,000,000	74	14,000 shares plus 26 out of 74 applicants to receive an additional 2,000 shares	1.47%
1,500,000	42	22,000 shares plus 2 out of 42 applicants to receive an additional 2,000 shares	1.47%
2,000,000	31	28,000 shares plus 22 out of 31 applicants to receive an additional 2,000 shares	1.47%
2,500,000	16	36,000 shares plus 6 out of 16 applicants to receive an additional 2,000 shares	1.47%
3,000,000	42	42,000 shares plus 38 out of 42 applicants to receive an additional 2,000 shares	1.46%
3,500,000	22	50,000 shares plus 13 out of 22 applicants to receive an additional 2,000 shares	1.46%
4,000,000	29	58,000 shares plus 6 out of 29 applicants to receive an additional 2,000 shares	1.46%
4,500,000	4	64,000 shares plus 3 out of 4 applicants to receive an additional 2,000 shares	1.46%
5,000,000	14	72,000 shares plus 4 out of 14 applicants to receive an additional 2,000 shares	1.45%
5,500,000	19	78,000 shares plus 7 out of 19 applicants to receive an additional 2,000 shares	1.43%
6,000,000	164	84,000 shares plus 104 out of 164 applicants to receive an additional 2,000 shares	1.42%
Total	<u>7,176</u>		

The final number of Offer Shares under the Public Offer is 30,000,000 Shares, representing 50% of the total number of the Offer Shares initially available under the Share Offer.

The final number of Offer Shares allocated to the places under the Placing is 30,000,000 Offer Shares, representing approximately 50% of the total number of the Offer Shares under the Share Offer.

RESULTS OF ALLOCATIONS

The results of allocations and the Hong Kong identity card/passport/Hong Kong business registration numbers of successful applicants under the Public Offer will be available at the times and dates and in the manner specified below:

- in the announcement to be posted on the Company's website at www.mega-expo.com and the Stock Exchange's website at www.hkexnews.hk on Tuesday, 5 November 2013;
- from the designated results of allocations website at www.tricor.com.hk/ipo/result with a "search by ID" function on a 24-hour basis from 8:00 a.m. on Tuesday, 5 November 2013 to 12:00 midnight on Monday, 11 November 2013;
- by telephone enquiry line by calling 3691-8488 between 9:00 a.m. and 6:00 p.m. from Tuesday, 5 November 2013 to Friday, 8 November 2013 on a business day;
- in the special allocation results booklets which will be available for inspection during opening hours from Tuesday, 5 November 2013 to Thursday, 7 November 2013 at all the receiving bank branches and sub-branches at the following addresses:

District	Branch Name	Branch Address
Hong Kong Island	Des Voeux Road Branch	Standard Chartered Bank Building 4-4A Des Voeux Road Central Central
	Quarry Bay Branch	G/F, Westlands Gardens 1027 King's Road Quarry Bay
Kowloon	Kwun Tong Hoi Yuen Road Branch	G/F, Fook Cheong Building No. 63 Hoi Yuen Road Kwun Tong Kowloon
	Mongkok Branch	Shop B, G/F, 1/F & 2/F 617-623 Nathan Road, Mongkok
New Territories	New Town Plaza Branch	Shop 215, 222 & 223, Phase 1 New Town Plaza, Shatin

Applicants applying through their designated CCASS Participants (other than CCASS Investor Participants) can check the number of Public Offer Shares allotted under their applications with that CCASS participant.