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WISDOM HOLDINGS GROUP

智美控股集团

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1661)

VOLUNTARY ANNOUNCEMENT COOPERATION WITH ECONOMY CHANNEL OF HUNAN BROADCASTING SYSTEM

The board of directors (the “**Board**”) of the Wisdom Holdings Group (the “**Company**”, together with its subsidiaries, the “**Group**”) is pleased to announce that, on June 16, 2015, the Group entered into a cooperation agreement (the “**Cooperation Agreement**”) with the economy channel of Hunan Broadcasting System (the “**HBS**”). Pursuant to the terms of the Cooperation Agreement, the Group will cooperate with the economy channel of HBS in the development, design, production, promotion and market development and management of sports entertainment programs and new media sports programs.

The economy channel of HBS is an innovative leader in the reform of China’s TV system, the production of television drama series, the innovation of variety shows and the live broadcasting of major events. Its TV drama series such as “Princess Huanzhu” and “The Palace” are one-of-the-kind TV drama classics in China, and its representative variety shows “The Happy Camp” and “Day Day Up” set off an unprecedented craze in the history of the variety shows in China. It also possesses the access to the resources of the famous hosts of the HBS.

This cooperation will benefit from the combined advantages of the Company’s abundant resource in various sports events and sports contents and HBS’ superiority in the development and production of entertainment programs. Both parties will work on the program reform of the Group’s sports events contents to create brand new domestic sports entertainment programs with the marathon races, the “SeasonRun” events and major mass events in different provinces in 2015 as the pilot programs for the cooperation.

This cooperation is one of the important steps of the overall “sports+” strategy of the Group. The Group will complete the production of the contents of the “sports + entertainment” with top-ranked entertainment program production teams in China, and will own massive sports entertainment video contents with self-owned intellectual property rights.

In the meantime, this cooperation is an important step of the Group in the industry chain of “sports + entertainment” in addition to our “sports + events”, “sports + marketing” and “sports + service” strategies. The Group will complete the establishment of the sports industry ecosystem jointly with various other partners in the industry, which once established, will convert the mass sports population accessible to the Group into our users, who will finally become active users, promoting the rapid development of the overall sports industry as a result.

By order of the Board
Wisdom Holdings Group
Ren Wen
Chairlady and Executive Director

Hong Kong, June 16, 2015

As at the date of this announcement, the executive directors of the Company are Ms. Ren Wen, Mr. Sheng Jie, Mr. Zhang Han, Dr. Shen Wei and Mr. Hu Xing; the non-executive directors of the Company are Mr. Jin Haitao and Mr. Xu Jiongwei; and the independent non-executive directors of the Company are Mr. Wei Kevin Cheng, Mr. Ip Kwok On Sammy, Mr. Jin Guoqiang and Mr. Hu Jianguo.