

*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.*



## WISDOM HOLDINGS GROUP

智美控股集团

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

**(Stock Code: 1661)**

### VOLUNTARY ANNOUNCEMENT ENTERING INTO STRATEGIC COOPERATION AGREEMENT

This announcement is made by Wisdom Holdings Group (the “**Company**”, together with its subsidiaries, the “**Group**”) as a voluntary announcement to allow the public to understand the latest information of the Group.

The board of directors (the “**Board**”) of the Company is pleased to announce that, on January 15, 2015, the Group entered into a strategic cooperation agreement with LKK Design Group\* (LKK 洛可可設計創新集團) (“**LKK Group**”). Pursuant to the strategic cooperation agreement, the Group will develop sports and entertainment products and other derived merchandises jointly with LKK Group. LKK Group is an international integrated innovative design group, the only Chinese design company which received four international top-tier design awards and was invited to develop a theme-based series of cultural creative product together with the Palace Museum.

This cooperation will target the mass market and concern innovative products in sports and entertainment as well as tournament-derived products, achieving comprehensive commercial expansion in terms of product design, research and development, and marketing. The Group will unilaterally own the intellectual property rights of the sports and entertainment products and derived merchandises developed under the strategic cooperation agreement. The term of the strategic cooperation agreement will end on December 31, 2019.

\* for identification purposes only

The cooperation mentioned above is one of the highlights in the Strategic Plan of Wisdom Holdings Group 2015–2018, marking the official beginning of the deployment of the planning in sports and cultural industry platform.

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

Hong Kong, January 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 and Dr. Shen Wei; 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 and Mr. Jin Guoqiang.*