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DIGITAL HOLLYWOOD INTERACTIVE LIMITED

遊萊互動集團有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2022)

INSIDE INFORMATION UNUSUAL PRICE MOVEMENT AND POTENTIAL INCREASE IN SHAREHOLDING BY CONTROLLING SHAREHOLDERS

This announcement is made by Digital Hollywood Interactive Limited (“**Company**”, together with its subsidiaries, the “**Group**”) at the request of The Stock Exchange of Hong Kong Limited and pursuant to Rules 13.09 and 13.10 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (“**Listing Rules**”) and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “**SFO**”).

Unusual Price Movement

The board of directors of the Company (the “**Board**”) has noted the decrease in the trading price of the shares of the Company (the “**Shares**”) today. The Board confirms that the financial position and business operation of the Group is as usual, and save as disclosed below, the Board is not aware of any other reasons for the decrease in price or of any information which must be announced to avoid a false market in the Company’s securities or of any inside information that needs to be disclosed under Part XIVA of the SFO.

Having made all such enquiries with respect to the Company as are reasonable in the circumstances, the Board is aware that certain shareholders of the Company sold their Shares today to fulfil the obligations under their loan arrangements with financial institutions where such Shares were pledged in favour of such financial institutions for security.

Potential Increase in Shareholding by Controlling Shareholders

Despite of the unusual price movement, the controlling shareholders of the Company (the “**Controlling Shareholders**”) continue to have great confidence in the business prospects of the Company. The Company has been informed by its Controlling Shareholders of their intention to increase their shareholding in the Company in the six months following the date of this announcement without triggering any mandatory general offer obligation under the Codes on Takeovers and Mergers and Share Buy-backs.

This announcement is made by the order of the Company. The Board collectively and individually accepts responsibility for the accuracy of this announcement.

Shareholders and potential investors of the Company should note that the potential shareholding increase by the Controlling Shareholders will be at the absolute discretion of the Controlling Shareholders. There is no assurance of the timing, quantity or price of such purchase. Shareholders and potential investors of the Company should exercise caution when dealing in the Shares.

By Order of the Board
Digital Hollywood Interactive Limited
LU Yuanfeng
Chairman and Chief Executive Officer

Hong Kong, November 8, 2018

As at the date of this announcement, the Board comprises three executive directors, namely Mr. LU Yuanfeng, Mr. HUANG Guozhan, Mr. HUANG Deqiang; one non-executive director, namely Mr. MENG Shuqi; and three independent non-executive directors, namely Mr. Darren Raymond SHAW, Mr. LI Yi Wen, Ms. Imma LING Kit-sum.

* *For identification purposes only*