

Press Release

CEL-Focus Media's New Industry Investment Fund boosts presence in mobile video with investment in Yixia Tech

21 November 2016 – **China Everbright Limited** (“CEL”, stock code: 165.HK) announced today that **CEL-Focus Media's New Industry Investment Fund** (the “Fund”), established in partnership with Focus Media Information Technology Co Ltd (“Focus Media”, stock code: 002027.SZ), has made a US\$500 million investment in Yixia Technology (“Yixia Tech”) to assist the China mobile video industry leader’s Series E financing. The investment is the first to be completed by the Fund, cementing its prominence in the pan-entertainment industry.

In recent years, video views have seen explosive growth across the globe. With the development and popularity of mobile internet, short video views posted strong growth in 2015, and the capital market has shown great enthusiasm for the short video industry in 2016 as a result.

A bellwether in short video, Yixia Tech owns three primary app products: Miaopai, China’s largest short video platform; Xiaokaxiu, the hottest grassroots user-generated content entertainment video platform in the country; and Yizhibo, the country’s most popular live broadcast platform. The three apps together form an efficient, mutually supplementary mobile video matrix that meets users’ needs for watching, creating and communicating from different angles. Yixia Tech also boasts an exclusive partnership with Weibo that has earned it a leading market position in the short video field.

In a flourishing global mobile video market, Yixia Tech is expected to become a leader in the worldwide video entertainment industry. CEL-Focus Media’s New Industry Investment Fund says its investment in Yixia Tech will help the Fund claim a share of this fast-growing sector.

CEL-Focus Media’s New Industry Investment Fund capitalises on CEL’s integrated strengths in investment, capital operations, industry consolidation and asset management, as well as Focus Media’s industry resources and its position as the Mainland’s biggest provider of digital lifestyle solutions. The Fund focuses on quality growth-stage projects in such sub-sectors as general entertainment, consumption upgrading, vertical e-commerce, and internet finance. By contributing its industry-leading resources in terms of customers



and partners to the upstream and downstream marketing chain and ecosystem, Focus Media will also draw on CEL's wealth of experience and resources in M&A consolidation and equity investment to create a unique "Industry + Capital" New Industry Investment Fund that generates substantial returns for both parties and investors.

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About China Everbright Limited

China Everbright Limited ("CEL", stock code: 165.HK) is the largest overseas financial platform of China Everbright Group Ltd. ("Everbright Group"). It is the second-largest shareholder of Everbright Securities (stock code: 601788.SH, 6178.HK), a strategic shareholder of China Everbright Bank (stock code: 601818.SH, 6818.HK), the controlling shareholder of the Hong Kong-listed China Aircraft Leasing Group Holdings Limited (stock code: 1848.HK), the largest shareholder of Shanghai Jiabao Industry & Commerce (Group) Co., Ltd (stock code: 600622.SH) and the second-largest shareholder of the Singapore-listed Ying Li International Real Estate Limited (stock code : 5DM. SGX). As at end-June 2016, CEL managed 33 funds with a total fundraising amount of more than HK\$67.8 billion. Everbright Group, the parent company of CEL, is a state-owned financial conglomerate with AUM of approximately RMB3,000 billion as at end-2015. For more information about CEL, please visit www.everbright165.com.

About Focus Media

Focus Media was founded in 2003 as the world's first elevator media company. In 2005, it became the first Chinese advertising media company to be listed on Nasdaq and was chosen as a constituent stock of the Nasdaq 100 Index in 2007. Focus Media returned to China's A-shares market in 2015 with a market capitalisation of over RMB100 billion, making it China's top media stock. As China's second-largest media group, Focus Media's RMB10 billion revenue has been built on using the elevator as a core venue. Elevators are part of an urban infrastructure and the most mundane of spaces. However, it represents mainstream crowds, captive traffic, high frequency and low interference. These four features are the most fundamental and rarest resources for brand visibility today. A city with 400 million people means a daily audience of 200 million. Covering 120 cities, with 1.1 million elevator posters, 180,000 elevator TV screens and an average daily reach of 500 million mainstream urban pedestrians, Focus Media's elevator media is the media platform with the most explosive brand in China. For more information on Focus media, please visit: <http://www.focusmedia.cn/>.



About Yixia Technology

Yixia Technology (“Yixia Tech”), which was founded in August 2011, is the short-video bellwether in China. Its existing major commercial products include "Miaopai" (the official video application of Weibo), “Xiaokaxiu” (the hottest lip sync app), and “Yizhibo” (a mobile broadcast platform). Each of these three products respectively focuses on one of three mobile video aspects – content, utility and sociability – providing users, including the media and original creators, with channels for content production, rapid, effective distribution, and commercialisation of content, all within the same ecosystem.