



承兴国际控股有限公司

Camsing International Holding Limited

(Stock code: 2662)

Camsing International Joins Hands with Alibaba Group Again Obtaining License to Create First “Travel Frog” Theme Space

(Hong Kong, 1 June 2018) **Camsing International Holding Limited** (“Camsing International” or the “Company”, and together with its subsidiaries, the “Group”, Stock Code: 2662) is pleased to announce that the Company has entered into a cooperation agreement with Alibaba Group to obtain license to create the first “Travel Frog” theme space in China. This is another licensing agreement with Alibaba Group after the Company obtained the rights from Alibaba Group to develop and sell the derivative products of MOLANG in Mainland China this February.

Travel Frog is a game launched by a Japanese company Hit-Point in late 2017, and soon gained immense popularity in China. Alibaba Group acquired the exclusive distribution right of the game in Mainland China in April 2018.

Camsing International possesses years of experience in IP incubation. Upon the completion of the acquisition of POW! Entertainment founded by Mr. Stan Lee, the Company has obtained and owned a large number of high quality and international pan-entertainment IP resources. In addition, the Company has forged cooperation with Disney, Warner Bros, Blizzard Entertainment, Hasbro and Fantawild Animation, and thereby obtained licensing rights of well-known IPs in the U.S., Japan, Korea and other countries, for example, World of Warcraft, Star Wars, Justice League, Transformers, Superwings and Boonie Bears. With the long-term strategic cooperation with renowned copyright owners, Camsing International has proactively expanded its licensing business. This has not only demonstrated the Company’s robust strength in IP operation but also further facilitated the development of its pan-entertainment business.

Ms. Lo Ching, Chairman, Executive Director and Chief Executive Officer of Camsing International Holding Limited said, “The cooperation between Camsing International and Alibaba Group represents a strong collaboration in brand licensing. By riding on the strong brand of Alibaba Group and the excellent operation of Camsing International, the ‘Travel Frog’ theme space will be popular among the younger generation and become an attraction for a host of tourists in the near future.”

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About Camsing International Holding Limited:

Camsing International Holding Limited (Stock Code: 2662, the “Company”, together with its subsidiaries, the “Group”) is a comprehensive cultural enterprise with a focus on pan-entertainment business. Its main businesses include the creation, licensing and operation of pan-entertainment IPs (intellectual property) relating to animation, film, TV, game, theme activities, as well as the sales of IP derivative products. Committed to becoming China's leading pan-entertainment “IP+” operator, the Company strives to develop a bottom-up “IP+” business model covering the whole IP value chain, first obtaining IP contents and products through licensing and incubation, and then selling related contents and licensed merchandise through B2B and B2C channels. For more information about Camsing International, please visit www.camsingintl.com .

The press release is distributed by **Wonderful Sky Financial Group Limited** on behalf of **Camsing International Holding Limited**.

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