



承兴国际控股有限公司

Camsing International Holding Limited

(Stock Code: 2662)

Authorized by Camsing International China's First Stan Lee Comic Con to Be Held in Shanghai

(Hong Kong, 13 July 2018) **Camsing International Holding Limited** ("Camsing International" or the "Company", and together with its subsidiaries, the "Group", Stock Code: 2662) is pleased to disclose that a press conference was held yesterday in Shanghai to announce that the "Stan Lee (Shanghai) Comic Universe", with authorization from POW! Entertainment, a subsidiary of the Company, will be held between 1 October and 3 October 2018 at the Shanghai World Expo Exhibition and Convention Center.



Stan Lee, also known as the Father of Marvel, has created Ironman, Hulk, Spiderman and other superheroes. As a creator, Stan Lee has a large influence on comic, animation, films and pop culture. In 2011, Stan Lee and POW! Entertainment jointly launched the "Stan Lee Los Angeles Comic Con", the first multi-media pop culture gala in Los Angeles. Such comic con has become one of the three largest comic cons in the United States as well as a "must-go" event for comic fans around the country. Being the Chinese version of the "Stan Lee Los Angeles Comic Con", this year's "Stan Lee (Shanghai) Comic Universe" will be the first Stan Lee comic con held in China.

At the press conference, a new logo and some key information of the Shanghai comic con were revealed to the public: apart from regular theme-based activities, such as exclusive events, meeting and signing sessions and Cosplay which are commonly seen in major comic cons, the "Stan Lee (Shanghai) Comic Universe" will also enthrall comic fans with diversity of

pop culture activities, from comic and electronic music festivals to e-sports featuring American comics. What's more, Burton Morris, a global influential comic icon, will come to the event as well.



Camsing International has proactively developed its pan-entertainment IP business in recent years. Following the acquisition of POW! Entertainment in 2017, the Company has obtained the IPs of hundreds of superheroes created by Stan Lee, which has not only enriched the Company's IP resources but also advanced its IP incubation, licensing and operation business. The Company expects that the "Stan Lee (Shanghai) Comic Universe" can become a premier comic con entertainment gala and offer unique and memorable cultural experience to Chinese comic fans.

-End-

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 based 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**.

For more information, please contact:

Wonderful Sky Financial Group Limited

Sammie Zhang / Liting Chen

Tel: (852) 3970 2255 / (852) 3970 2215

Email: camsing@wsfg.hk