

[For Immediate Release]



承兴国际控股有限公司

Camsing International Holding Limited

(Stock code: 2662)

Camsing International to Jointly Adapt Classic *Liaozhai Zhiyi*

(Hong Kong, 15 November 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 Group has signed a cooperation agreement with CPG-Xindeco (Xiamen) Culture and Media Company Limited (“CPG-Xindeco”) at the Belt and Road (Xiamen) Animation and Game Industry Development Summit 2018 to jointly adapt Chinese classical literature *Liaozhai Zhiyi* (聊斋志异) into high quality comic book by utilising their respective resources and advantages.

Liaozhai Zhiyi is a collection of classical Chinese stories by Pu Songling, a famous novelist from China’s Qing Dynasty. It is a supernatural novel masterpiece and a classic of Chinese traditional literature. The main adaption will be conducted by the creative teams from the Group and CPG-Xindeco, and senior experts from China Publishing Group “CPG”) and the Group’s oversea creative teams in US and Japan will also get involved by offering consultation and advices, so as to ensure that the adaption can produce high quality comic content with both Chinese elements and international standards.

CPG-Xindeco, established in June 2017, is a subsidiary of CPG Digital Media Company Limited (中版集团数字传媒有限公司), with main business focusing on the development, marketing and licensing of comic content. CPG-Xindeco has developed a couple of well-known comic books such as *Sherglas* (夏格拉斯) and *Bamingzhi* (八溟志).

After the successful acquisition of POW! Entertainment, a company founded by “Father of Superheroes” – Stan Lee, in the second half of 2017, the Group has enhanced its efforts on IP content incubation and development, and has recently launched online serial novel “Stan Lee’s Work Force” and “Between the Lines”, an urban fantasy novel based on Stan Lee’s idea and adapted to Chinese environment. The joint adaption of *Liaozhai Zhiyi* is the Group’s exploration into the IP reboot of Chinese traditional culture, which is expected to further enrich the Group’s IP resources and to facilitate the development of the Group’s IP driven businesses.

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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. Its main business, driven by pan-entertainment intellectual properties (“IP”), includes IP development and licensing, cross-border marketing and branding, theme events and theme park operation and management, IP derived products development and sales as well as mobile devices distribution. Committed to becoming China’s first-class pan-entertainment “IP+” operator, the Company strives to develop a comprehensive value chain business model, which covers the creation, licensing and diversified operation of film and television, animation, games and other pan-entertainment IPs, so as to provide its customers and consumers with high quality content and derived products and services and to create more returns and value for its shareholders and investors.

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