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**BINGO GROUP HOLDINGS LIMITED**  
**比高集團控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

(Stock Code: 8220)

**Voluntary Announcement**

This is a voluntary announcement made by Bingo Group Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”).

Pursuant to a series of cooperation agreements on the film *Journey to the West: Conquering the Demons* (the “**Film**”) entered into between the Group’s subsidiary Lofty Gain Investments Limited and other investors (collective as the “**Investors**”) as one party and Huayi Brothers Media Corporation (“**Huayi Brothers**”) as the other party, Huayi Brothers is in charge of operation and distribution of the Film in Mainland China. Pursuant to the cooperation agreements, in addition to the distribution agency fees payable to Huayi Brothers at 12% of the gross receipt from distribution of the Film in Mainland China, Huayi Brothers is entitled to share with the Investors the net income from distribution of the Film in Mainland China.

Pursuant to the said agreements, the Investors are entitled to 10% to 30% of the shared net income from distribution of the Film in Mainland China, together with box-office dividends and a guaranteed income. The Investors and Huayi Brothers have agreed on the arrangements on box-office dividends, and are making the arrangements for execution of an officially written agreement. According to preliminary estimation, the Investors may actually obtain approximately 70% of the net income calculated from distribution of the Film in Mainland China as their shared net income.

According to incomplete statistics, as of 24 February 2013, the Film has been released in Mainland China for 15 days with box-office income exceeding approximately RMB990 million, subject to adjustments due to potential statistical error and the official verification on final figures of the settled box-office income.

The revenue attributable to the Group from the Film will be duly disclosed in the Company’s annual report for the year ending 31 March 2013. Further announcement(s) will be made by the Company in due course as and when necessary.

**Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.**

By order of the Board  
**BINGO GROUP HOLDINGS LIMITED**  
**Chong Lee Chang**  
*Executive Director*

Hong Kong, 25 February 2013

*As at the date of this announcement, the Company's executive Directors are Mr. Chiau Sing Chi, Mr. Chan Cheong Yee, Mr. Yik Chok Man and Mr. Chong Lee Chang, the Company's non-executive Director is Mrs. Chin Chow Chung Hang, Roberta, and the Company's independent non-executive Directors are Mrs. Chen Chou Mei Mei, Vivien, Mr. Chum Kwan Yue, Desmond and Mr. Wong Chak Keung.*

*This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors of the Company, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.*

*This announcement will remain on GEM website on the "Latest Company Announcements" page for at least 7 days from the date of its posting and the Company website at [www.bingogroup.com.hk](http://www.bingogroup.com.hk).*