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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)

ANNOUNCEMENT

Reference is made to the announcement of the Company dated 22 July 2013 (the “**Announcement**”) in relation to, among others, the renewal of the Licence Agreement between Entrance Gate Limited as licensor and High Amuse as exclusive licensee to use, apply or exploit the Intellectual Property Rights in respect of the Peripheral Products. The purpose of this announcement is to provide further information in relation to the Renewal Letter. Unless the context requires otherwise, capitalised terms used herein shall bear the same meanings as defined in the Announcement.

The Renewal Letter would be effective on the expiry of the initial term of the Licence Agreement, i.e. 1 June 2013. Based on the management accounts of the Group, the actual transaction amount for the continuing connected transaction under the Licence Agreement for the period from 1 April 2013 to 22 July 2013 amounted to approximately HK\$13,000, which would fall within de minimis threshold under Rule 20.33(3) of the GEM Listing Rules.

Estrella Limited is a company incorporated in the Isle of Man and the ultimate beneficial owner of which is family member(s) of Mr. Chiau. Entrance Gate Limited is a company incorporated in the British Virgin Islands and the ultimate beneficial owner of which is family member(s) of Mr. Chiau.

The historical figures under the Licence Agreement for the year ended 31 March 2011, 2012 and 2013 were approximately HK\$87,000, HK\$47,000 and HK\$39,000 respectively. While the historical figures are one of the factors taken into consideration by the Company to determine the annual caps, the Company has also considered other factors as mentioned in the Announcement in order to arriving the annual caps.

By order of the Board
Bingo Group Holdings Limited
Chong Lee Chang
Executive Director

Hong Kong, 1 August 2013

As at the date of this announcement, the Company's executive Directors are Mr. Chiau Sing Chi, Mr. Chan Cheong Yee 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 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, 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.