

Please use this form if you want the Hong Kong Offer Shares to be issued in the name of HKSCC Nominees Limited (“HKSCC Nominees”) and deposited directly into the Central Clearing and Settlement System (“CCASS”) for credit to your CCASS Investor Participant stock account or the stock account of your designated CCASS Participant 如閣下欲以香港中央結算(代理人)有限公司(「香港結算代理人」)的名義登記將獲發行的香港發售股份，並直接存入中央結算及交收系統(「中央結算系統」)，以記存於閣下的中央結算系統投資者戶口持有人股份戶口或閣下指定的中央結算系統參與者股份戶口，請使用本表格

Staple
your
payment
here
請將股款
緊訂在此

This Application Form uses the same terms as defined in the prospectus of Ruicheng (China) Media Group Limited (the “Company”) dated 31 October 2019 (the “Prospectus”).

本申請表格使用瑞誠(中國)傳媒集團有限公司(「本公司」)日期為2019年10月31日的招股章程(「招股章程」)所界定的詞語。

Neither this Application Form nor the Prospectus constitutes an offer to sell or the solicitation of an offer to buy any Hong Kong Offer Shares in any jurisdiction other than Hong Kong. The Hong Kong Offer Shares may not be offered or sold in the United States without registration or an exemption from registration under the U.S. Securities Act.

本申請表格及招股章程概不構成在香港以外任何司法權區要約出售或游說要約購買任何香港發售股份。若無根據美國證券法登記或豁免登記，香港發售股份不得在美國提呈發售或出售。

This Application Form and the Prospectus may not be forwarded or distributed or reproduced (in whole or in part) in any manner whatsoever in any jurisdiction where such forwarding, distribution or reproduction is not permitted under the law of that jurisdiction.

在任何根據當地法例不得發送、派發或複製本申請表格及招股章程的司法權區內概不得發送或派發或複製(不論方式，也不論全部或部分)本申請表格及招股章程。

Copies of the Prospectus, all related Application Forms and the other documents specified in the “Documents Delivered to the Registrar of Companies and Available for Inspection” section in Appendix V to the Prospectus, have been registered by the Registrar of Companies in Hong Kong as required by section 342C of the Companies (Winding Up and Miscellaneous Provisions) Ordinance (Chapter 32 of the Laws of Hong Kong), Hong Kong Exchanges and Clearing Limited, The Stock Exchange of Hong Kong Limited (the “Stock Exchange”), Hong Kong Securities Clearing Company Limited (“HKSCC”), the Securities and Futures Commission of Hong Kong (the “SFC”) and the Registrar of Companies in Hong Kong take no responsibility for the contents of these documents.

招股章程、所有相關申請表格及招股章程附錄五「送呈公司註冊處處長及備查文件」一節所述其他文件已遵照香港法例第32章公司(清盤及雜項條文)條例第342C條的規定，送呈香港公司註冊處處長登記。香港交易及結算所有限公司、香港聯合交易所有限公司(「聯交所」)、香港中央結算有限公司(「香港結算」)、香港證券及期貨事務監察委員會(「證監會」)及香港公司註冊處處長對這些文件的內容概不負責。



Ruicheng (China) Media Group Limited 瑞誠(中國)傳媒集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(於開曼群島註冊成立的有限公司)

Stock code : 1640
股份代號 : 1640
Maximum Offer Price : HK\$1.75 per Offer Share plus brokerage of 1.0%, SFC transaction levy of 0.0027% and the Stock Exchange trading fee of 0.005% (payable in full on application in Hong Kong dollars, subject to refund)
最高發售價 : 每股發售股份1.75港元，另加1.0%經紀佣金、0.0027%證監會交易徵費及0.005%聯交所交易費(須於申請時以港元繳足，多繳股款可予退還)

You should read this Application Form in conjunction with the Prospectus, which contains further information on the application procedures.

招股章程載有關於申請程序的其他資料，本申請表格應與招股章程一併閱讀。

Application Form 申請表格

To: Ruicheng (China) Media Group Limited
Sole Sponsor
Joint Global Coordinators, Joint Bookrunners and
Joint Lead Managers
Co-Managers
Hong Kong Underwriters

致：瑞誠(中國)傳媒集團有限公司
獨家保薦人
聯席全球協調人、聯席賬簿管理人及
聯席牽頭經辦人
副經辦人
香港包銷商

Applicants' declaration

I/We agree to the terms and conditions and application procedures in this Application Form and the Prospectus. Please refer to the “C. Effect of completing and submitting this Application Form” section of this Application Form.

申請人聲明

本人/吾等同意本申請表格及招股章程的條款及條件以及申請程序。請參閱本申請表格「丙.填交本申請表格的效用」一節。

Warning: Only one application may be made for the benefit of any person. Please refer to the last four bullets of “C. Effect of completing and submitting this Application Form” section.

警告：任何人士只限作出一次為其利益而進行的認購申請。請參閱「丙.填交本申請表格的效用」一節最後四點。

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Signed by (all) applicant(s) (all joint applicants must sign):
由(所有)申請人簽署(所有聯名申請人必須簽署):

Date: 日期:/...../.....
D日 M月 Y年

Number of Hong Kong Offer Shares applied for (not more than 5,000,000 Shares)

申請香港發售股份數目(不超過5,000,000股股份)

.....

Total amount 總額

HK\$ 港元

Name in English (in BLOCK letters) 英文姓名/名稱(以正楷填寫)

Family name or company name 姓氏或公司名稱

Name in Chinese 中文姓名/名稱

Family name or company name 姓氏或公司名稱

Occupation in English 職業(以英文填寫)

.....

Names of all other joint applicants in English (if any, in BLOCK letters)

所有其他聯名申請人的英文姓名/名稱(如有，以正楷填寫)

1)
2)
3)

Hong Kong address in English and telephone no. (joint applicants should give the address and the telephone number of first-named applicant only, in BLOCK letters) 香港地址(以英文正楷填寫)及電話號碼(聯名申請人只須填寫排名首位申請人的地址及電話號碼)

.....
Telephone No. 電話號碼

For Nominees: You will be treated as applying for your own benefit if you do not complete this section. Please provide an account number or identification code for each (joint) beneficial owner. 由閣下遞交:代名人若不填寫本節，是項認購申請將視作為閣下利益提出。請填寫每名(聯名)實益擁有人的賬戶號碼或識別編碼。

.....

ADDRESS LABEL 地址標貼

(Your name(s) and address in Hong Kong in BLOCK letters 請用英文正楷填寫姓名/名稱及香港地址)

.....
.....
.....

For Internal use 此欄供內部使用

For Broker use 此欄供經紀填寫 Lodged by 遞交申請的經紀

Broker No. 經紀號碼 Broker's Chop 經紀印章

.....

Cheque/banker's cashier order number 支票/銀行本票號碼

.....

Name of bank on which cheque/banker's cashier order is drawn (see “How to make your application” section)

兌現支票/銀行本票的銀行名稱(見「申請手續」一節)

.....

Forename(s) 名字

.....

Forename(s) 名字

.....

Hong Kong Identity Card No./Passport No./Hong Kong Business Registration No.* (Please delete as appropriate) 香港身份證號碼/護照號碼/香港商業登記號碼*(請刪除不適用者)

.....

Hong Kong Identity Card No./Passport No./Hong Kong Business Registration No. of all other joint applicants* (Please delete as appropriate) 所有其他聯名申請人的香港身份證號碼/護照號碼/香港商業登記號碼*(請刪除不適用者)

1)
2)
3)

THIS BOX MUST BE DULY COMPLETED

必須填妥此欄

Participant I.D. of the CCASS Investor Participant or designated CCASS Participant 中央結算系統投資者戶口持有人或指定的中央結算系統參與者的參與者編號

.....

For designated CCASS Participant or Corporate CCASS Investor Participant, please also affix the company chop bearing its company name 指定的中央結算系統參與者或中央結算系統公司投資者戶口持有人，請加蓋顯示公司名稱的公司印鑑

.....

(See paragraph 2 in the section “How to make your application”) (請參閱「申請手續」一節第2段)

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- * (1) If you are a CCASS Investor Participant, only a Hong Kong Identity Card number (if you are an individual) or a Hong Kong Business Registration number (if you are a body corporate) will be accepted for this application, please see paragraph 2 under the section “How to make your application”.
- 如閣下為中央結算系統投資者戶口持有人，是項申請僅接納香港身份證號碼(如屬個別人士)或香港商業登記號碼(如屬法人團體)；請參閱「申請手續」一節第2段。
- (2) If you are applying through a designated CCASS Participant (other than a CCASS Investor Participant): For an individual, you must provide your Hong Kong Identity Card number or passport number. If you hold a Hong Kong Identity Card, please provide that number. If you do not hold a Hong Kong Identity Card, please provide your passport number. For a body corporate, please provide your Hong Kong Business Registration number.
- 如閣下透過中央結算系統投資者戶口持有人以外的指定中央結算系統參與者提出申請：如屬個別人士，必須填寫閣下的香港身份證號碼或護照號碼(持有香港身份證者請填寫香港身份證號碼，否則請填寫護照號碼)；如屬法人團體，請填寫香港商業登記號碼。
- (3) Part of the Hong Kong Identity Card number/passport number of you or, for joint applicants, the first-named applicant may be printed on your refund cheque (if any). Such data will be used for checking the validity of Application Form and such data would also be transferred to a third party for such purpose and refund purpose. Your banker may require verification of your Hong Kong Identity Card number/passport number before you can cash your refund cheque.
- 退款支票(如有)上或會印有閣下或(如屬聯名申請人)排名首位申請人的香港身份證號碼／護照號碼的一部分。有關資料將用於核實申請表格的有效性，亦會轉交第三方作資料核實和退款。銀行兌現退款支票前或會要求查證閣下的香港身份證號碼／護照號碼。
- (4) If an application is made by an unlisted company and:
- the principal business of that company is dealing in securities; and
 - you exercise statutory control over that company,
- then the application will be treated as being made for your benefit.
- 倘若申請人是一家非上市公司，而：
- 該公司主要從事證券買賣業務；及
 - 閣下對該公司可行使法定控制權，
- 是項申請將視作為閣下的利益提出。
- (5) All joint applicants must give (if they are individuals) their Hong Kong Identity Card numbers or, where applicable, passport numbers, or (if they are bodies corporate) their Hong Kong Business Registration numbers.
- 所有聯名申請人必須提供(如屬個別人士)其香港身份證號碼或(如適用)護照號碼，或(如屬法人團體)其香港商業登記號碼。

樣版

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此乃白頁 特意留空

Sample

Please use this form if you want the Hong Kong Offer Shares to be issued in the name of HKSCC Nominees Limited (“HKSCC Nominees”) and deposited directly into the Central Clearing and Settlement System (“CCASS”) for credit to your CCASS Investor Participant stock account or the stock account of your designated CCASS Participant

How to make your application

- Use the table below to calculate how much you must pay. Your application must be for a minimum of 2,000 Hong Kong Offer Shares and in one of the numbers set out in the table, or your application will be rejected.

NUMBER OF HONG KONG OFFER SHARES THAT MAY BE APPLIED FOR AND PAYMENTS							
No. of Hong Kong Offer Shares applied for	Amount payable on application (HK\$)	No. of Hong Kong Offer Shares applied for	Amount payable on application (HK\$)	No. of Hong Kong Offer Shares applied for	Amount payable on application (HK\$)	No. of Hong Kong Offer Shares applied for	Amount payable on application (HK\$)
2,000	3,535.27	30,000	53,029.05	250,000	441,908.69	1,000,000	1,767,634.75
4,000	7,070.54	40,000	70,705.39	300,000	530,290.43	1,500,000	2,651,452.13
6,000	10,605.81	50,000	88,381.74	350,000	618,672.17	2,000,000	3,535,269.50
8,000	14,141.08	60,000	106,058.09	400,000	707,053.90	2,500,000	4,419,086.88
10,000	17,676.35	70,000	123,734.44	450,000	795,435.64	3,000,000	5,302,904.25
12,000	21,211.62	80,000	141,410.78	500,000	883,817.38	3,500,000	6,186,721.63
14,000	24,746.89	90,000	159,087.13	600,000	1,060,580.85	4,000,000	7,070,539.00
16,000	28,282.16	100,000	176,763.48	700,000	1,237,344.33	4,500,000	7,954,356.38
18,000	31,817.43	150,000	265,145.22	800,000	1,414,107.80	5,000,000*	8,838,173.75
20,000	35,352.70	200,000	353,526.95	900,000	1,590,871.28		

* Maximum number of Hong Kong Offer Shares you may apply for.

- You, as the applicant(s), must complete the form in English (in BLOCK letters) as indicated below and sign on the second page of the Application Form. Only written signatures will be accepted (and not by way of personal chop).

If you are applying through a designated CCASS Participant (other than a CCASS Investor Participant):

- the designated CCASS Participant must endorse the form with its company chop (bearing its company name) and insert its participant I.D. in the appropriate box.

If you are applying as an individual CCASS Investor Participant:

- the form must contain your NAME and Hong Kong Identity Card number;
- your participant I.D. must be inserted in the appropriate box.

If you are applying as a joint individual CCASS Investor Participant:

- the form must contain all joint investor participants' NAMES and the Hong Kong Identity Card number of all joint investor participants;
- your participant I.D. must be inserted in the appropriate box.

If you are applying as a corporate CCASS Investor Participant:

- the form must contain your company NAME and Hong Kong Business Registration number;
- your participant I.D. and your company chop (bearing your company name) must be inserted in the appropriate box.

Incorrect or omission of details of the CCASS Participant including participant I.D. and/or company chop bearing its company name or other similar matters may render your application invalid.

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3. Staple your cheque or banker’s cashier order to the form. Each application for the Hong Kong Offer Shares must be accompanied by either one separate cheque or one separate banker’s cashier order. Your application will be rejected if your cheque or banker’s cashier order does not meet all the following requirements:

The cheque must:	Banker’s cashier order must:
<ul style="list-style-type: none"> • be in Hong Kong dollars; • not be post-dated; • be made payable to “HORSFORD NOMINEES LIMITED — Ruicheng (China) Media PUBLIC OFFER”; • be crossed “Account Payee Only”; 	
<ul style="list-style-type: none"> • be drawn on your Hong Kong dollar bank account in Hong Kong; and • show your account name, which must either be pre-printed on the cheque, or be endorsed on the back by a person authorised by the bank. This account name must correspond with your name. If it is a joint application, the account name must be the same as the first-named applicant’s name. 	<ul style="list-style-type: none"> • be issued by a licensed bank in Hong Kong, and have your name certified on the back by a person authorised by the bank. The name on the banker’s cashier order must correspond with your name. If it is a joint application, the name on the back of the banker’s cashier order must be the same as the first-named applicant’s name.

4. Tear off the Application Form, fold it once and lodge your completed Application Form (with cheque or banker’s cashier order attached) to one of the collection boxes at any of the following branches of:

Standard Chartered Bank (Hong Kong) Limited

	Branch Name	Address
Hong Kong Island	Central Branch	G/F, 1/F, 2/F and 27/F, Two Chinachem Central, 26 Des Voeux Road, Central
	Wanchai Southorn Branch	Shop C2 on G/F and 1/F to 2/F, Lee Wing Building, No. 156–162 Hennessy Road, Wanchai
Kowloon	Tsimshatsui Branch	Shop G30 & B117–23, G/F, Mira Place One, 132 Nathan Road, Tsim Sha Tsui
	Lok Fu Shopping Centre Branch	Shop G201, G/F, Lok Fu Shopping Centre
New Territories	Tai Po Branch	G/F Shop No. 2, 23–25 Kwong Fuk Road, Tai Po Market, Tai Po

5. Your Application Form can be lodged at these times:

Thursday, 31 October 2019	– 9:00 a.m. to 5:00 p.m.
Friday, 1 November 2019	– 9:00 a.m. to 5:00 p.m.
Saturday, 2 November 2019	– 9:00 a.m. to 1:00 p.m.
Monday, 4 November 2019	– 9:00 a.m. to 5:00 p.m.
Tuesday, 5 November 2019	– 9:00 a.m. to 12:00 noon

6. The latest time for lodging your application is 12:00 noon on Tuesday, 5 November 2019. The application lists will be opened between 11:45 a.m. to 12:00 noon on that day, subject only to the weather conditions, as described in “10. Effect of Bad Weather and/or Extreme Conditions on the Opening of the Application Lists” in the “How to apply for Hong Kong Offer Shares” section of the Prospectus.

The applications for the Hong Kong Offer Shares will commence on Thursday, 31 October 2019 through Tuesday, 5 November 2019. The application monies (including the brokerage fees, SFC transaction levies and Stock Exchange trading fees) will be held by the receiving bank on behalf of the Company and the refund monies, if any, will be returned to the applicant(s) without interest on Monday, 11 November 2019. Investors should be aware that the dealings in the Shares on the Stock Exchange are expected to commence on Tuesday, 12 November 2019.

如閣下欲以香港中央結算(代理人)有限公司(「香港結算代理人」)的名義登記將獲發行的香港發售股份，並直接存入中央結算及交收系統(「中央結算系統」)，以記存於閣下的中央結算系統投資者戶口持有人股份戶口或閣下指定的中央結算系統參與者股份戶口，請使用本表格

申請手續

1. 使用下表計算閣下應付的款項。閣下申請認購的股數須至少為2,000股香港發售股份，並為下表所列的其中一個數目，否則恕不受理。

可供申請認購的香港發售股份數目及應繳款項							
申請認購的香港發售股份數目	申請時應繳款項(港元)	申請認購的香港發售股份數目	申請時應繳款項(港元)	申請認購的香港發售股份數目	申請時應繳款項(港元)	申請認購的香港發售股份數目	申請時應繳款項(港元)
2,000	3,535.27	30,000	53,029.05	250,000	441,908.69	1,000,000	1,767,634.75
4,000	7,070.54	40,000	70,705.39	300,000	530,290.43	1,500,000	2,651,452.13
6,000	10,605.81	50,000	88,381.74	350,000	618,672.17	2,000,000	3,535,269.50
8,000	14,141.08	60,000	106,058.09	400,000	707,053.90	2,500,000	4,419,086.88
10,000	17,676.35	70,000	123,734.44	450,000	795,435.64	3,000,000	5,302,904.25
12,000	21,211.62	80,000	141,410.78	500,000	883,817.38	3,500,000	6,186,721.63
14,000	24,746.89	90,000	159,087.13	600,000	1,060,580.85	4,000,000	7,070,539.00
16,000	28,282.16	100,000	176,763.48	700,000	1,237,344.33	4,500,000	7,954,356.38
18,000	31,817.43	150,000	265,145.22	800,000	1,414,107.80	5,000,000*	8,838,173.75
20,000	35,352.70	200,000	353,526.95	900,000	1,590,871.28		

* 閣下可申請認購的香港發售股份最高數目。

2. 閣下作為申請人，必須按照下列指示以英文正楷填妥表格，並於申請表格次頁簽署，只接納親筆簽名(不得以個人印章代替)。

如閣下透過中央結算系統投資者戶口持有人以外的指定中央結算系統參與者提出申請：

- 該指定中央結算系統參與者必須於表格蓋上公司印鑑(附有公司名稱)，並在適當方格內填寫參與者編號。

如閣下以個人中央結算系統投資者戶口持有人名義提出申請：

- 表格須載有閣下的姓名和香港身份證號碼；
- 須在適當方格內填寫閣下的參與者編號。

如閣下以聯名個人中央結算系統投資者戶口持有人名義提出申請：

- 表格須載有所有聯名投資者戶口持有人的姓名和香港身份證號碼；
- 須在適當方格內填寫閣下的參與者編號。

如閣下以公司中央結算系統投資者戶口持有人名義提出申請：

- 表格須載有閣下的公司名稱和香港商業登記號碼；
- 須在適當方格內填寫閣下的參與者編號並蓋上公司印鑑(附有公司名稱)。

中央結算系統參與者的資料(包括參與者編號及/或顯示公司名稱之公司印鑑)如有不確或遺漏或其他類似事項，均可能導致申請無效。

如閣下欲以香港中央結算(代理人)有限公司(「香港結算代理人」)的名義登記將獲發行的香港發售股份，並直接存入中央結算及交收系統(「中央結算系統」)，以記存於閣下的中央結算系統投資者戶口持有人股份戶口或閣下指定的中央結算系統參與者股份戶口，請使用本表格

3. 閣下須將支票或銀行本票釘於表格上。每份香港發售股份申請須附一張獨立開出支票或一張獨立開出銀行本票。支票或銀行本票必須符合以下所有規定，否則有關申請不獲接納：

支票必須：	銀行本票必須：
<ul style="list-style-type: none">為港元；不得為期票；註明抬頭人為「浩豐代理人有限公司—瑞誠(中國)傳媒公開發售」；劃線註明「只准入抬頭人賬戶」；	
<ul style="list-style-type: none">從閣下在香港的港元銀行賬戶中開出；及顯示閣下的賬戶名稱，而該賬戶名稱必須已預印在支票上，或由有關銀行授權的人士在支票背書。賬戶名稱必須與閣下姓名／名稱相同。如屬聯名申請，賬戶名稱必須與排名首位申請人的姓名／名稱相同。	<ul style="list-style-type: none">須由香港持牌銀行開出，並由有關銀行授權的人士在銀行本票背面簽署核證閣下姓名／名稱。銀行本票所示姓名／名稱須與閣下姓名／名稱相同。如屬聯名申請，銀行本票背面所示姓名／名稱必須與排名首位申請人的姓名／名稱相同。

4. 請撕下申請表格，對摺一次，然後將填妥的申請表格(連同支票或銀行本票)投入下列任何一家分行特設的收集箱：

渣打銀行(香港)有限公司

	分行名稱	地址
香港島	中環分行	中環德輔道中26號華懋中心II期地下、1樓、2樓及27樓
	灣仔修頓分行	灣仔軒尼詩道156-162號利榮大廈地下C2舖、1樓及2樓
九龍	尖沙咀分行	尖沙咀彌敦道132號美麗華廣場一期地下G30號舖及B117-23號舖
	樂富中心分行	樂富中心商場地下G201號舖
新界	大埔分行	大埔大埔墟廣福道23-25號地下2號舖

5. 閣下可於下列時間遞交申請表格：

2019年10月31日(星期四)	— 上午九時正至下午五時正
2019年11月1日(星期五)	— 上午九時正至下午五時正
2019年11月2日(星期六)	— 上午九時正至下午一時正
2019年11月4日(星期一)	— 上午九時正至下午五時正
2019年11月5日(星期二)	— 上午九時正至中午十二時正

6. 截止遞交申請的時間為2019年11月5日(星期二)中午十二時正。本公司將於當日上午十一時四十五分至中午十二時正期間登記認購申請，唯一會影響此時間的變化因素為當日的天氣情況(詳見招股章程「如何申請香港發售股份」一節「10. 惡劣天氣及／或極端情況對開始辦理申請登記的影響」)。

香港發售股份申請將會自2019年10月31日(星期四)起直至2019年11月5日(星期二)止。申請款項(包括經紀佣金、證監會交易徵費及聯交所交易費)將由收款銀行代表本公司持有，且退款金額(如有)將於2019年11月11日(星期一)不計利息退還予申請人。投資者務請注意，預期股份將於2019年11月12日(星期二)於聯交所開始買賣。

Please use this form if you want the Hong Kong Offer Shares to be issued in the name of HKSCC Nominees Limited (“HKSCC Nominees”) and deposited directly into the Central Clearing and Settlement System (“CCASS”) for credit to your CCASS Investor Participant stock account or the stock account of your designated CCASS Participant



Ruicheng (China) Media Group Limited 瑞誠(中國)傳媒集團有限公司

(Incorporated in the Cayman Islands with limited liability)

GLOBAL OFFERING

Conditions of your application

A. Who can apply

1. You and any person(s) for whose benefit you are applying must be 18 years of age or older and must have a Hong Kong address.
2. If you are a firm, the application must be in the individual members' names.
3. The number of joint applicants may not exceed 4.
4. If you are a body corporate, the application must be signed by a duly authorised officer, who must state his representative capacity, and stamped with your corporation's chop.
5. You must be outside the United States, not be a United States Person (within the meaning of Regulation S under the U.S. Securities Act) and not be a legal or natural person of the PRC.
6. Unless permitted by the Listing Rules or any relevant waivers that have been granted by the Stock Exchange, you cannot apply for any Hong Kong Offer Shares if you are:
 - an existing beneficial owner of shares in the Company and/or any of its subsidiaries;
 - a director or chief executive officer of the Company and/or any of its subsidiaries;
 - connected person (as defined in the Listing Rules) of the Company or will become a connected person of the Company immediately upon completion of the Global Offering;
 - an associate (as defined in the Listing Rules) of any of the above; or
 - allocated or have applied for any International Placing Shares or otherwise participating or have participated in the International Placing.

B. If you are a nominee

You, as a nominee, may make more than one application for the Hong Kong Offer Shares by: (i) giving electronic instructions to HKSCC via Central Clearing and Settlement System (“CCASS”) (if you are a CCASS Participant); or (ii) using a WHITE or YELLOW Application Form, and lodge more than one application in your own name on behalf of different beneficial owners.

C. Effect of completing and submitting this Application Form

By completing and submitting this Application Form, you (and if you are joint applicants, each of you jointly and severally) for yourself or as an agent or a nominee on behalf of each person for whom you act:

- **undertake** to execute all relevant documents and instruct and authorise the Company and/or the Joint Global Coordinators (or their agents or nominees), as agents of the Company, to execute any documents for you and to do on your behalf all things necessary to register any Hong Kong Offer Shares allocated to you in the name of HKSCC Nominees as required by the Articles of Association;
- **agree** to comply with the Companies Ordinance, the Companies (Winding Up and Miscellaneous Provisions) Ordinance, Cayman Companies Law and the Memorandum and Articles of Association;
- **confirm** that you have read the terms and conditions and application procedures set out in the Prospectus and in this Application Form and agree to be bound by them;
- **confirm** that you have received and read the Prospectus and have only relied on the information and representations contained in the Prospectus in making your application and will not rely on any other information or representations except those in any supplement to the Prospectus;

- **confirm** that you are aware of the restrictions on the Global Offering in the Prospectus;
- **agree** that none of the Company, the Joint Global Coordinators, the Joint Bookrunners, the Joint Lead Managers, the Co-Managers, the Sole Sponsor, the Underwriters, their respective directors, officers, employees, partners, agents, advisers and any other parties involved in the Global Offering is or will be liable for any information and representations not in the Prospectus (and any supplement to it);
- **undertake and confirm** that you or the person(s) for whose benefit you have made the application have not applied for or taken up, or indicated an interest for, and will not apply for or take up, or indicate an interest for, any Offer Shares under the International Placing nor participated in the International Placing;
- **agree** to disclose to the Company, the Hong Kong Branch Share Registrar, receiving bank and the Joint Global Coordinators, the Joint Bookrunners, the Joint Lead Managers, the Co-Managers, the Sole Sponsor, the Underwriters, their respective directors, officers, employees, partners, agents, advisers and any other parties involved in the Global Offering any personal data which they may require about you and the person(s) for whose benefit you have made the application; if the laws of any place outside Hong Kong apply to your application, **agree and warrant** that you have complied with all such laws and none of the Company, the Joint Global Coordinators, the Joint Bookrunners, the Joint Lead Managers, the Co-Managers, the Sole Sponsor, the Underwriters, their respective directors, officers, employees, partners, agents, advisers and any other parties involved in the Global Offering will breach any law outside Hong Kong as a result of the acceptance of your offer to purchase, or any action arising from your rights and obligations under the terms and conditions contained in the Prospectus and this Application Form;
- **agree** that once your application has been accepted, you may not rescind it because of an innocent misrepresentation;
- **agree** that your application will be governed by the laws of Hong Kong;
- **represent, warrant and undertake** that (i) you understand that the Hong Kong Offer Shares have not been and will not be registered under the U.S. Securities Act; and (ii) you and any person for whose benefit you are applying for the Hong Kong Offer Shares are outside the United States (as defined in Regulation S) or are a person described in paragraph (h)(3) of Rule 902 of Regulation S;
- **warrant** that the information you have provided is true and accurate;
- **agree** to accept the Hong Kong Offer Shares applied for, or any lesser number allocated to you under the application;
- **authorise** (i) the Company to place the name of the HKSCC Nominees on the Company's register of members as the holder(s) of any Hong Kong Offer Shares allocated to you, and (ii) the Company and/or its agents to deposit any share certificate(s) into CCASS and/or to send any refund cheque(s) to you or the first-named applicant for joint application by ordinary post at your own risk to the address stated on the application, unless you are eligible to collect refund cheque(s) in person;
- **agree** that the shares to be allotted shall be issued in the name of HKSCC Nominees and deposited directly into CCASS for credit to your investor participant stock account or the stock account of your designated CCASS Participant;

Please use this form if you want the Hong Kong Offer Shares to be issued in the name of HKSCC Nominees Limited (“HKSCC Nominees”) and deposited directly into the Central Clearing and Settlement System (“CCASS”) for credit to your CCASS Investor Participant stock account or the stock account of your designated CCASS Participant

- **agree** that each of HKSCC and HKSCC Nominees reserves the right (1) not to accept any or part of such allotted shares issued in the name of HKSCC Nominees or not to accept such allotted shares for deposit into CCASS; (2) to cause such allotted shares to be withdrawn from CCASS and issued in your name at your own risk and costs; and (3) to cause such allotted shares to be issued in your name (or, if you are a joint applicant, to the first-named applicant) and in such a case, to post the certificates for such allotted shares at your own risk to the address on your application form by ordinary post or to make available the same for your collection;
- **agree** that each of HKSCC and HKSCC Nominees may adjust the number of allotted shares issued in the name of HKSCC Nominees;
- **agree** that neither HKSCC nor HKSCC Nominees shall have any liability for the information and representations not so contained in the Prospectus and this Application Form;
- **agree** that neither HKSCC nor HKSCC Nominees shall be liable to you in any way;
- **declare** and **represent** that this is the only application made and the only application intended by you to be made to benefit you or the person for whose benefit you are applying;
- **understand** that, the allocation of the Offer Shares between the Hong Kong Public Offer and the International Placing will be subject to adjustment as described in the section headed “Structure and Conditions of the Global Offering” in the Prospectus. In particular, the Joint Global Coordinators (for themselves and on behalf of the Underwriters) may reallocate the Offer Shares from the International Placing to the Hong Kong Public Offer to satisfy valid applications under the Hong Kong Public Offer. In accordance with Guidance Letter HKEX-GL91-18 issued by the Stock Exchange, if such reallocation is done other than pursuant to Practice Note 18 of the Listing Rules, the maximum total number of Offer Shares that may be allocated to the Hong Kong Public Offer following such reallocation shall be not more than double the initial allocation to the Hong Kong Public Offer (i.e. 20,000,000 Offer Shares);
- **understand** that the Company and the Joint Global Coordinators will rely on your declarations and representations in deciding whether or not to make any allotment of any of the Hong Kong Offer Shares to you and that you may be prosecuted for making a false declaration;
- (if the application is made for your own benefit) **warrant** that no other application has been or will be made for your benefit on a **WHITE** or **YELLOW** Application Form or by giving electronic application instructions to HKSCC or to the **White Form eIPO** Service Provider by you or by any one as your agent or by any other person; and
- (if you are making the application as an agent for the benefit of another person) **warrant** that (i) no other application has been or will be made by you as agent for or for the benefit of that person or by that person or by any other person as agent for that person on a **WHITE** or **YELLOW** Application Form or by giving electronic application instructions to HKSCC or through the **White Form eIPO** Service Provider; and (ii) you have due authority to sign the Application Form or give electronic application instructions on behalf of that other person as their agent.

D. Power of attorney

If your application is made through an authorised attorney, the Company and the Joint Global Coordinators may accept or reject your application at their discretion, and on any conditions they think fit, including evidence of the attorney's authority.

Determination of Offer Price and Allocation of Hong Kong Offer Shares

The Offer Price is expected to be fixed on or about Tuesday, 5 November 2019. Applicants are required to pay the maximum Offer Price of HK\$1.75 for each Hong Kong Offer Share together with 1% brokerage, 0.0027% SFC transaction levy and 0.005% Stock Exchange trading fee. If the Offer Price is not agreed among the Company and the Joint Global Coordinators (for themselves and on behalf of the Underwriters) on or about Tuesday, 5 November 2019 and, in any event, not later than Monday, 11 November 2019, the Global Offering will not proceed. Applications for Hong Kong Offer Shares will not be processed and no allotment of any Hong Kong Offer Shares will be made until the application lists close.

Publication of results

The Company expects to announce the final Offer Price, the indication of the level of interest in the International Placing, the level of applications under the Hong Kong Public Offer and the basis of allocation of the Hong Kong Offer Shares on Monday, 11 November 2019 on the website of the Stock Exchange at www.hkexnews.hk and the Company's website at www.reach-ad.com. Results of allocations in the Hong Kong Public Offer and the Hong Kong Identity Card/passport/Hong Kong business registration numbers of successful applicants (where applicable) will be available on the above websites.

If your application for Hong Kong Offer Shares is successful (in whole or in part)

If your application is wholly or partially successful, your Share certificate(s) (subject to their becoming valid certificates of title provided that the Global Offering has become unconditional and not having been terminated at 8 a.m. on Tuesday, 12 November 2019) will be issued in the name of HKSCC Nominees and deposited directly into CCASS for credit to your CCASS Investor Participant stock account or the stock account of your designated CCASS Participant as instructed by you in your Application Form on Monday, 11 November 2019 or, in the event of a contingency, on any other date as shall be determined by HKSCC or HKSCC Nominees.

- If you are applying through a designated CCASS Participant (other than a CCASS Investor Participant): For Hong Kong Offer Shares credited to the stock account of your designated CCASS Participant (other than a CCASS Investor Participant), you can check the number of Hong Kong Offer Shares allotted to you with that CCASS Participant.
- If you are applying as a CCASS Investor Participant: The Company expects to publish the results of CCASS Investor Participants' applications together with the results of the Hong Kong Public Offer on the website of the Stock Exchange at www.hkexnews.hk and the website of the Company at www.reach-ad.com on Monday, 11 November 2019. You should check the announcement published by the Company and report any discrepancies to HKSCC before 5 p.m. on Monday, 11 November 2019 or such other date as shall be determined by HKSCC or HKSCC Nominees. Immediately after the credit of the Hong Kong Offer Shares to your stock account you can check your new account balance via the CCASS Phone System and CCASS Internet System (under the procedures contained in HKSCC's "An Operating Guide for Investor Participants" in effect from time to time). HKSCC will also make available to you an activity statement showing the number of Hong Kong Offer Shares credited to your stock account.

No receipt will be issued for application money paid. The Company will not issue temporary documents of title.

Refund of your money

If you do not receive any Hong Kong Offer Shares or if your application is rejected, not accepted or accepted only in part, or if the conditions of the Global Offering are not fulfilled in accordance with “Structure and Conditions of the Global Offering” in the Prospectus or if your application is revoked, the Company will refund to you your application monies (including the related 1% brokerage, 0.0027% SFC transaction levy and 0.005% Stock Exchange trading fee) without interest. If the final Offer Price is less than the maximum Offer Price, the Company will refund to you the surplus application monies (including the related 1% brokerage, 0.0027% SFC transaction levy and 0.005% Stock Exchange trading fee) without interest.

The refund procedures are stated in the “14. Despatch/collection of share certificates and refund monies” in the “How to Apply for Hong Kong Offer Shares” section of the Prospectus.

Effect of the Information You Give to Computershare Hong Kong Investor Services Limited

Computershare Hong Kong Investor Services Limited and its related bodies' corporate, directors, officers, employees and agents (“**Representatives**”) expressly disclaim and exclude to the maximum extent permitted by law any liability for any loss or damage suffered or incurred by the applicant or any other person or entity however caused relating in any way to, or connected with, any information provided by or on behalf of the applicant on or in connection with this document or any services provided hereunder, or any other written or oral communication provided by or on behalf of the applicant in connection with this document or any services provided hereunder. This includes, without limitation, any errors or omissions in such information however caused, or the Representatives or any other person or entity placing any reliance on such information or any documentation, image, recording or reproduction of such information, or its accuracy, completeness, currency or reliability

如閣下欲以香港中央結算(代理人)有限公司(「香港結算代理人」)的名義登記將獲發行的香港發售股份，並直接存入中央結算及交收系統(「中央結算系統」)，以記存於閣下的中央結算系統投資者戶口持有人股份戶口或閣下指定的中央結算系統參與者股份戶口，請使用本表格



Ruicheng (China) Media Group Limited 瑞誠(中國)傳媒集團有限公司

(於開曼群島註冊成立的有限公司)

全球發售

申請條件

甲. 可提出申請的人士

- 閣下及閣下為其利益提出申請的人士必須年滿18歲並有香港地址。
- 如閣下為商號，申請須以個別成員名義提出。
- 聯名申請人不得超過四名。
- 如閣下為法人團體，申請須經獲正式授權人員簽署，並註明其所屬代表身份及蓋上公司印鑑。
- 閣下必須身處美國境外，並非美籍人士(定義見美國證券法S規例)亦非中國法人或自然人。
- 除上市規則或聯交所已授予的任何相關豁免批准外，下列人士概不得申請認購任何香港發售股份：
 - 本公司及／或其任何附屬公司股份的現有實益擁有人；
 - 本公司及／或其任何附屬公司的董事或行政總裁；
 - 本公司關連人士(定義見上市規則)或緊隨全球發售完成後成為本公司關連人士的人士；
 - 上述任何人士的聯繫人(定義見上市規則)；或
 - 已獲分配或已申請認購任何國際配售股份或以其他方式參與或已參與國際配售。

乙. 如閣下為代名人

閣下作為代名人可提交超過一份香港發售股份申請，方法是：(i)透過中央結算及交收系統(「中央結算系統」)向香港結算發出電子認購指示(如閣下為中央結算系統參與者)；或(ii)使用白色或黃色申請表格以自身名義代表不同的實益擁有人提交超過一份申請。

丙. 填交本申請表格的效用

閣下填妥並遞交本申請表格，即表示閣下(如屬聯名申請人，即各人共同及個別)代表閣下本身，或作為閣下代其行事的每位人士的代理或代名人：

- 承諾簽立所有相關文件，並指示及授權本公司及／或聯席全球協調人(或其代理或代名人)(作為本公司代理)，為按照組織章程細則的規定將閣下獲分配的任何香港發售股份以香港結算代理人的名義登記而代表閣下簽立任何文件；
- 同意遵守公司條例、公司(清盤及雜項條文)條例、開曼公司法及組織章程大綱及組織章程細則；
- 確認閣下已細閱招股章程及本申請表格所載的條款及條件以及申請程序，並同意受其約束；
- 確認閣下已接獲及細閱招股章程，提出申請時也僅依據招股章程載列的資料及陳述，而除招股章程任何補充文件外，不會依賴任何其他資料或陳述；

- 確認閣下知悉招股章程內有關全球發售的限制；
- 同意本公司、聯席全球協調人、聯席賬簿管理人、聯席牽頭經辦人、副經辦人、獨家保薦人、包銷商、彼等各自的董事、高級職員、僱員、合夥人、代理、顧問及參與全球發售的任何其他人士現時及日後均毋須對並非載於招股章程(及其任何補充文件)的任何資料及陳述負責；
- 承諾及確認閣下或閣下為其利益提出申請的人士並無申請或接納或表示有意認購(亦不會申請或接納或表示有意認購)國際配售的任何發售股份，也沒有參與國際配售；
- 同意在本公司、香港股份過戶登記分處、收款銀行及聯席全球協調人、聯席賬簿管理人、聯席牽頭經辦人、副經辦人、獨家保薦人、包銷商、彼等各自的董事、高級職員、僱員、合夥人、代理、顧問及參與全球發售的任何其他人士提出要求時，向彼等披露其所要求提供有關閣下及閣下為其利益提出申請的人士的個人資料；
- 若香港境外任何地方的法例適用於閣下的申請，則同意及保證閣下已遵守所有有關法例，且本公司、聯席全球協調人、聯席賬簿管理人、聯席牽頭經辦人、副經辦人、獨家保薦人、包銷商、彼等各自的董事、高級職員、僱員、合夥人、代理、顧問及參與全球發售的任何其他人士概不會因接納閣下的購買要約，或閣下在招股章程及本申請表格所載的條款及條件項下的權利及責任所引致的任何行動，而違反香港境外的任何法例；
- 同意閣下的申請一經接納，即不得因無意的失實陳述而撤銷；
- 同意閣下的申請受香港法例規管；
- 聲明、保證及承諾：(i)閣下明白香港發售股份不曾亦不會根據美國證券法登記；及(ii)閣下及閣下為其利益申請香港發售股份的人士均身處美國境外(定義見S規例)，或屬S規例第902條第(h)(3)段所述的人士；
- 保證閣下提供的資料真實及準確；
- 同意接納所申請數目或根據申請分配予閣下但數目較少的香港發售股份；
- 授權(i)本公司將香港結算代理人的名稱列入本公司股東名冊，作為閣下獲分配的任何香港發售股份的持有人，並(ii)授權本公司及／或其代理將任何股票存入中央結算系統及／或以普通郵遞方式按申請所示地址向閣下或聯名申請的首名申請人發送任何退款支票，郵誤風險由閣下承擔，除非閣下合資格親身領取退款支票；
- 同意獲配發的股份是以香港結算代理人的名義發行，並直接存入中央結算系統，以便記存於閣下的中央結算系統投資者戶口持有人股份戶口或閣下的指定中央結算系統參與者股份戶口；

如閣下欲以香港中央結算(代理人)有限公司(「香港結算代理人」)的名義登記將獲發行的香港發售股份，並直接存入中央結算及交收系統(「中央結算系統」)，以記存於閣下的中央結算系統投資者戶口持有人股份戶口或閣下指定的中央結算系統參與者股份戶口，請使用本表格

- 同意香港結算及香港結算代理人各自保留權利(1)不接納以香港結算代理人名義發行的該等獲配發的任何或部分股份，或不接納該等獲配發的股份存入中央結算系統；(2)促使該等獲配發的股份從中央結算系統提取，並轉入閣下名下，有關風險及費用概由閣下自行承擔；及(3)促使該等獲配發的股份以閣下名義發行(或如屬聯名申請人，則以排名首位申請人的名義發行)，而在此情況下，會以普通郵遞方式將該等獲配發股份的股票寄往閣下在申請表格上所示地址(郵誤風險概由閣下自行承擔)或提供該等股票予閣下領取；
- 同意香港結算及香港結算代理人均可調整獲配發以香港結算代理人名義發行的股份數目；
- 同意香港結算及香港結算代理人對招股章程及本申請表格未有載列的資料及陳述概不負責；
- 同意香港結算及香港結算代理人概不以任何方式對閣下負責；
- 聲明及陳述此乃閣下為本身或為其利益提出申請的人士所提出及擬提出的唯一申請；
- 明白香港公開發售及國際配售之間的發售股份分配將按招股章程「全球發售的架構及條件」一節所述作出調整。尤其是，聯席全球協調人(為其本身及代表包銷商)可將發售股份從國際配售重新分配至香港公開發售以滿足香港公開發售的有效申請。根據聯交所發出的指引信HKEX-GL91-18，倘有關重新分配並非根據上市規則第18項應用指引完成，則於該重新分配後可分配至香港公開發售的發售股份總數最多不得超過香港公開發售所作之初步分配的兩倍(即20,000,000股發售股份)；
- 明白本公司及聯席全球協調人將依據閣下的聲明及陳述而決定是否向閣下分配任何香港發售股份，閣下如作出虛假聲明，可能會被檢控；
- (如本申請是為閣下本身利益提出)保證閣下或作為閣下代理的任何人士或任何其他人士不曾亦不會為閣下利益而以白色或黃色申請表格或向香港結算或向白表eIPO服務供應商發出電子認購指示而提出其他申請；及
- (如閣下作為代理為另一人士的利益提出申請)保證(i)閣下(作為代理或為該人士利益)或該人士或任何其他作為該人士代理的人士不曾亦不會以白色或黃色申請表格或向香港結算發出電子認購指示或透過白表eIPO服務供應商而提出其他申請；及(ii)閣下獲正式授權作為該人士的代理代為簽署本申請表格或發出電子認購指示。

丁. 授權書

如閣下透過授權人士提出申請，本公司及聯席全球協調人可按其認為合適的條件(包括出示獲授權證明)酌情接納或拒絕閣下的申請。

釐定發售價及香港發售股份的分配

預期發售價於2019年11月5日(星期二)或前後釐定。申請人須繳付每股香港發售股份1.75港元的最高發售價，另加1%經紀佣金、0.0027%證監會交易徵費及0.005%聯交所交易費。倘若本公司與聯席全球協調人(為其自身及代表包銷商)並無於2019年11月5日(星期二)或前後(惟無論如何不遲於2019年11月11日(星期一))協定發售價，全球發售將不會進行。截止登記認購申請前，概不處理香港發售股份的申請或配發任何香港發售股份。

公佈結果

本公司預期於2019年11月11日(星期一)在聯交所網站(www.hkexnews.hk)及本公司網站(www.reach-ad.com)公佈最終發售價、國際配售踴躍程度、香港公開發售認購申請數目及香港發售股份分配基準。香港公開發售分配結果以及獲接納申請人的香港身份證/護照/香港商業登記號碼(如適用)亦將於上述網站公佈。

如閣下成功申請認購香港發售股份(全部或部分)

如閣下的申請全部或部分獲接納，閣下的股票(前提是到2019年11月12日(星期二)上午八時正全球發售成為無條件而並無終止，股票成為有效的所有權證明)將以香港結算代理人名義發出，並按閣下在申請表格的指示於2019年11月11日(星期一)或在特別情況下由香港結算或香港結算代理人指定的任何其他日期直接存入中央結算系統，記入閣下的中央結算系統投資者戶口持有人股份戶口或閣下指定的中央結算系統參與者股份戶口。

- 如閣下透過中央結算系統投資者戶口持有人以外的指定中央結算系統參與者提出申請：香港發售股份將存入閣下指定的中央結算系統參與者(非中央結算系統投資者戶口持有人)股份戶口，閣下可向該中央結算系統參與者查詢閣下獲配發的香港發售股份數目。

- 如閣下以中央結算系統投資者戶口持有人身份提出申請：本公司預期於2019年11月11日(星期一)在聯交所網站(www.hkexnews.hk)及本公司網站(www.reach-ad.com)刊登中央結算系統投資者戶口持有人的申請結果及香港公開發售的結果。閣下應查閱本公司刊發的公告，如有任何資料不符，請於2019年11月11日(星期一)下午五時正前或香港結算或香港結算代理人釐定的任何其他日期前知會香港結算。在香港發售股份存入閣下的股份戶口後，閣下即可透過「結算通」電話系統及中央結算系統互聯網系統(根據香港結算不時生效的「投資者戶口操作簡介」所載程序)查詢閣下的新戶口結餘。香港結算亦將向閣下提供一份活動結單，列出存入閣下股份戶口的香港發售股份數目。

本公司不會就申請時繳付的款項發出收據，亦不會發出臨時所有權文件。

退回款項

若閣下未獲分配任何香港發售股份或申請遭拒絕、不獲接納或僅部分獲接納，或不符合招股章程「全球發售的架構及條件」一節所載全球發售的條件，或倘閣下的申請遭撤回，本公司將不計利息退回閣下的申請股款(包括相關的1%經紀佣金、0.0027%證監會交易徵費及0.005%聯交所交易費)。如最終發售價低於最高發售價，本公司將不計利息退回多收申請股款(包括相關的1%經紀佣金、0.0027%證監會交易徵費及0.005%聯交所交易費)。

有關退款程序載於招股章程「如何申請香港發售股份」一節「14. 寄發/領取股票及退款」一段。

閣下提供給香港中央證券登記有限公司的資訊的有關影響香港中央證券登記有限公司和其有關連的法人團體、董事、高級人員、僱員及代理人(「代表」)在法律所容許的最大限度內明確卸棄及免除在任何方面與申請人或代表申請人在此文件提供的或與此文件或在此文件下提供的任何服務相關的任何資料，或任何申請人或代表申請人提供與此文件或在此文件下提供的任何服務相關的任何其它書面或口頭通訊，有關或相關由申請人或任何其他人士或實體所遭受或招致不論如何造成的任何損失或損害的任何法律責任。此包括，但不限於，該等資料中不論如何造成的任何錯誤或遺漏，或代表或任何其他人士或實體對該等資料或任何該等資料的文件記錄、影像、記錄或複製品作出的任何依據，或其準確性、完整性、合時性或可靠性。

Please use this form if you want the Hong Kong Offer Shares to be issued in the name of HKSCC Nominees Limited (“HKSCC Nominees”) and deposited directly into the Central Clearing and Settlement System (“CCASS”) for credit to your CCASS Investor Participant stock account or the stock account of your designated CCASS Participant

Personal Data

Personal Information Collection Statement

This Personal Information Collection Statement informs the applicant for, and holder of, Hong Kong Offer Shares, of the policies and practices of the Company and its Hong Kong Branch Share Registrar in relation to personal data and the Personal Data (Privacy) Ordinance (Chapter 486 of the Laws of Hong Kong) (the “Ordinance”).

1. Reasons for the collection of your personal data

It is necessary for applicants and registered holders of securities to supply correct personal data to the Company or its agents and the Hong Kong Branch Share Registrar when applying for securities or transferring securities into or out of their names or in procuring the services of the Hong Kong Branch Share Registrar.

Failure to supply the requested data may result in your application for securities being rejected, or in delay or the inability of the Company or its Hong Kong Branch Share Registrar to effect transfers or otherwise render their services. It may also prevent or delay registration or transfers of the Hong Kong Offer Shares which you have successfully applied for and/or the dispatch of share certificate(s) and/or refund cheque(s) to which you are entitled.

It is important that securities holders inform the Company and the Hong Kong Branch Share Registrar immediately of any inaccuracies in the personal data supplied.

2. Purposes

The personal data of the securities holders may be used, held, processed, and/or stored (by whatever means) for the following purposes:

- processing your application and refund cheque, where applicable, verification of compliance with the terms and application procedures set out in this Application Form and the Prospectus and announcing results of allocation of the Hong Kong Offer Shares;
- compliance with applicable laws and regulations in Hong Kong and elsewhere;
- registering new issues or transfers into or out of the names of securities’ holders including, where applicable, HKSCC Nominees;
- maintaining or updating the register of securities’ holders of the Company;
- verifying securities holders’ identities;
- establishing benefit entitlements of securities’ holders of the Company, such as dividends, rights issues, bonus issues, etc.;
- distributing communications from the Company and its subsidiaries;
- compiling statistical information and securities’ holders profiles;
- disclosing relevant information to facilitate claims on entitlements; and
- any other incidental or associated purposes relating to the above and/or to enable the Company and the Hong Kong Branch Share Registrar to discharge their obligations to securities’ holders and/or regulators and/or any other purposes to which the securities’ holders may from time to time agree.

3. Transfer of personal data

Personal data held by the Company and its Hong Kong Branch Share Registrar relating to the securities holders will be kept confidential but the Company and its Hong Kong Branch Share Registrar may, to the extent necessary for achieving any of the above purposes, disclose, obtain or transfer (whether within or outside Hong Kong) the personal data to, from or with any of the following:

- the Company’s appointed agents such as financial advisers, receiving bankers and overseas principal share registrar;
- where applicants for securities request a deposit into CCASS, HKSCC or HKSCC Nominees, who will use the personal data for the purposes of operating CCASS;
- any agents, contractors or third-party service providers who offer administrative, telecommunications, computer, payment or other services to the Company or the Hong Kong Branch Share Registrar in connection with their respective business operation;
- the Stock Exchange, the SFC and any other statutory regulatory or governmental bodies or otherwise as required by laws, rules or regulations; and
- any persons or institutions with which the securities’ holders have or propose to have dealings, such as their bankers, solicitors, accountants or stockbrokers etc.

4. Retention of personal data

The Company and its Hong Kong Branch Share Registrar will keep the personal data of the applicants and holders of securities for as long as necessary to fulfil the purposes for which the personal data were collected. Personal data which is no longer required will be destroyed or dealt with in accordance with the Ordinance.

5. Access to and correction of personal data

Securities holders have the right to ascertain whether the Company or the Hong Kong Branch Share Registrar hold their personal data, to obtain a copy of that data, and to correct any data that is inaccurate. The Company and the Hong Kong Branch Share Registrar have the right to charge a reasonable fee for the processing of such requests.

All requests for access to data or correction of data should be addressed to us, at our registered address disclosed in the “Corporate Information” section of the Prospectus or as notified from time to time, for the attention of the company secretary, or the Hong Kong Branch Share Registrar for the attention of the privacy compliance officer.

By signing an Application Form or by giving electronic application instructions to HKSCC, you agree to all of the above.

如閣下欲以香港中央結算(代理人)有限公司(「香港結算代理人」)的名義登記將獲發行的香港發售股份，並直接存入中央結算及交收系統(「中央結算系統」)，以記存於閣下的中央結算系統投資者戶口持有人股份戶口或閣下指定的中央結算系統參與者股份戶口，請使用本表格

個人資料

個人資料收集聲明

此項個人資料收集聲明是向香港發售股份的申請人和持有人說明有關本公司及其香港股份過戶登記分處有關個人資料和香港法例第486章《個人資料(私隱)條例》(「條例」)方面的政策和慣例。

1. 收集閣下個人資料的原因

證券申請人及登記持有人以本身名義申請證券或轉讓或受讓證券時或尋求香港股份過戶登記分處的服務時，必須向本公司或其代理人及香港股份過戶登記分處提供準確個人資料。未能提供所要求的資料可能導致閣下申請證券被拒或延遲，或本公司或其香港股份過戶登記分處無法落實轉讓或提供服務。此舉也可能妨礙或延遲登記或轉讓閣下成功的股票及/或退款支票。證券持有人所提供的個人資料如有任何錯誤，須立即通知本公司及香港股份過戶登記分處。

2. 目的

證券持有人的個人資料可被採用及以任何方式持有、處理及/或保存，以作下列用途：

- 處理閣下的申請及退款支票(如適用)、核實是否符合本申請表格及招股章程載列的條款和申請程序以及公佈香港發售股份的分配結果；
- 遵守香港及其他地區的適用法律及法規；
- 以證券持有人(包括香港結算代理人(如適用))的名義登記新發行證券或轉讓或受讓證券；
- 存置或更新本公司證券持有人的名冊；
- 核實證券持有人的身份；
- 確定本公司證券持有人的受益權利，例如股息、供股和紅股等；
- 分發本公司及其附屬公司的通訊；
- 編製統計數據和證券持有人資料；
- 披露有關資料以便就權益索償；及
- 與上述有關的任何其他附帶或相關目的及/或使本公司及香港股份過戶登記分處能履行對證券持有人及/或監管機構承擔的責任及/或證券持有人不時同意的任何其他目的。

3. 轉交個人資料

本公司及其香港股份過戶登記分處所持有關證券持有人的個人資料將會保密，但本公司及其香港的股份過戶登記分處可以在為達到上述任何目的之必要情況下，向下列任何人士披露，獲取或轉交(無論在香港境內或境外)有關個人資料：

- 本公司委任的代理人，例如財務顧問、收款銀行和主要海外股份過戶登記處；
- (如證券申請人要求將證券存於中央結算系統)香港結算或香港結算代理人；彼等將會就中央結算系統的運作使用有關個人資料；
- 向本公司或香港股份過戶登記分處提供與其各自業務營運有關的行政、電訊、電腦、付款或其他服務的任何代理人、承包商或第三方服務供應商；
- 聯交所、證監會及任何其他法定監管機關或政府部門或遵照其他法例、規則或法規；及
- 證券持有人與其進行或擬進行交易的任何人士或機構，例如彼等的銀行、律師、會計師或股票經紀等。

4. 個人資料的保留

本公司及其香港股份過戶登記分處將按收集個人資料所需的用途保留證券申請人及持有人的個人資料。無需保留的個人資料將會根據條例銷毀或處理。

5. 查閱和更正個人資料

證券持有人有權確定本公司或香港股份過戶登記分處是否持有其個人資料，並有權索取有關該資料的副本並更正任何不準確資料。本公司和香港股份過戶登記分處有權就處理任何查閱資料的要求收取合理費用。所有查閱資料或更正資料的要求應按招股章程「公司資料」一節所披露或不時通知的本公司註冊地址送交公司秘書，或向其香港股份過戶登記分處的個人資料私隱事務主任提出。

閣下簽署申請表格或向香港結算發出電子認購指示，即表示同意上述各項。

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