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## **JOLIMARK HOLDINGS LIMITED**

**映美控股有限公司**

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

**(Stock code: 2028)**

### **VOLUNTARY ANNOUNCEMENT UPDATE ON BUSINESS DEVELOPMENT**

This is a voluntary announcement made by the board (the “**Board**”) of directors (the “**Directors**”) of Jolimark Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) in relation to the latest business development of the Group.

The Board is pleased to announce that the Company will be launching two new internet O2O businesses in the upcoming few months, which will enable the Company to leverage on its customer base, sales network and technology:

#### **1. New mobile payment business**

In the service and retail industries in China, merchants issue a substantial number of prepaid cards (including gift cards, shopping cards and debit cards) every year. Payment through prepaid cards represents a significant proportion in revenue of the service and retail industries. The Company will launch an O2O platform (system) designed for the service and retail industries, a mobile payment method which replaces traditional physical prepaid cards by reading or tapping smartphones. Using the contactless ultrasound technology, the system is compatible with all smartphones in the market. Merchants can quickly install the payment POS terminal with its built-in GPRS function in an open-to-use way. This system not only increases customers’ convenience in making payments as customers can replace a lot of physical prepaid cards with their mobile phones (virtual cards), it also serves as an interactive O2O Platform between merchants and consumers. The O2O Platform includes online advertising, online booking as well as ordering of services and goods. It also provides an application platform with “big data” for merchants. As the application is relatively new, there are almost no major competitors providing similar applications in China. In the first stage, the Company aims to expand the user base quickly. The basic version initially launched will be free to use. The Company will only charge a deposit of POS terminal

from merchants. As the Company possesses the advanced technology, the manufacturing cost of the mobile phone POS terminal is very low, thus making large-scale and rapid installation possible.

## 2. “*Yingmei.me*” O2O cloud printing business

The Company will launch an email-based O2O cloud printing system, which will comprise of the cloud server, the registered and linked email address of the user, the user-end mobile APP and the Wifi box connecting to printer. The system will provide photo printing, identity photo printing and document printing services step by step. After the user sends the photo(s) or document(s) to “*Yingmei.me*” cloud through an email or the APP and completes the online payment in the APP, the user may have his/her own private printing, i.e. confidential printing, of the photo(s) or document(s) at the printing service store nearby by tapping his/her mobile phone on the Wifi box connecting to printer. The user may also choose to receive his/her printed photo(s) or document(s) by courier from a printing store. The system will bring business opportunities to the Company arising from printing service, printing consumables and printers, and other subsequent internet-related business opportunities. The business is an emerging business without major competitors in China.

Before the launch of “*Yingmei.me*” O2O cloud printing business, the Company will launch the free PC/Mac-version cloud printing system. After downloading and installing the “*Yingmei.me*” PC/Mac application freeware and linking the user’s email address with the PC/Mac application software, the PC/Mac-connected printer will become a cloud printer. The user or a third party whose email address is whitelisted may send an email to the registered and linked email address to have printing through the printer. This may help the user turn a local printer without connection to the network to become a cloud printer. Subsequently, the Company will also launch a Wifi box in replacement of a PC/Mac to connect a printer so that a printer may become a cloud printer without connection to a PC/Mac.

By order of the Board  
**Jolimark Holdings Limited**  
**Au Kwok Lun**  
*Director*

Hong Kong, 13 November 2014

*As at the date of this announcement, the executive directors of the Company are Mr. Au Pak Yin, Mr. Au Kwok Lun and Mr. Ou Guo Liang, and the independent non-executive directors of the Company are Mr. Lai Ming, Joseph, Mr. Meng Yan and Mr. Xu Guangmao and Mr. Yeung Kwok Keung.*