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北京北大青鳥環宇科技股份有限公司
BEIJING BEIDA JADE BIRD UNIVERSAL SCI-TECH COMPANY LIMITED
(a joint stock limited company incorporated in the People's Republic of China with limited liability)
(Stock code: 08095)

VOLUNTARY ANNOUNCEMENT – COOPERATION AGREEMENT

The Board is pleased to announce that on 17 September 2016, the Company entered into the Cooperation Agreement with SH Tencent and Guoying Investment in relation to the cooperation in (i) investment and production of the TV Drama; and (ii) development of the Related Games.

This is a voluntary announcement made by Beijing Beida Jade Bird Universal Sci-Tech Company Limited (the “Company”).

THE COOPERATION AGREEMENT

The board of directors (the “**Directors**”) of the Company is pleased to announce that on 17 September 2016, the Company entered into the cooperation agreement (the “**Cooperation Agreement**”) with 上海騰訊影業文化傳播有限公司 (Shanghai Tencent Film Communication Company Limited[#]) (“**SH Tencent**”) and 國影投資管理有限公司 (Guoying Investment Management Company Limited[#]) (“**Guoying Investment**”) in relation to cooperation in (i) investment and production of the television drama, tentatively to be titled “藏地密碼 (Code in Tibet[#])” (the “**TV Drama**”); and (ii) development of the games to be developed on adaptation of the TV Drama (the “**Related Games**”). The term of the Cooperation Agreement shall be commencing on 17 September 2016 to 7 April 2020.

To the best of the Directors’ knowledge, information and belief and having made all reasonable enquiries, each of SH Tencent and Guoying Investment and their respective ultimate beneficial owner are third parties independent of the Company and connected persons (as defined under the Rules Governing the Listing of Securities of the Growth Enterprise Market of the Stock Exchange (the “**GEM Listing Rules**”)) of the Company.

Pursuant to the Cooperation Agreement, SH Tencent shall be responsible for development, production, distribution and obtaining approval of the TV Drama and cooperative development, operation, investment and production of the Related Games, Guoying Investment shall invest by way of granting the right of adaptation of the novel titled “藏地密碼 (Code in Tibet[#])” (the “**Novel**”) to the TV Drama and the Company shall invest by way of granting the right of adaptation of the Novel to games.

Pursuant to the Cooperation Agreement, the total investment of the TV Drama shall be not less than RMB350,000,000, the exact amount to be confirmed by SH Tencent, Guoying Investment and the Company in writing (the “**Total Investment Amount**”). The Company is entitled to invest 10% of the Total Investment Amount by way of cash (the “**Proposed Investment**”). It is at the sole discretion of the Company to exercise the option to undertake the Proposed Investment within 90 working days prior to the commencement of shooting of the TV Drama. The Company will make further announcement in accordance with the requirements under the GEM Listing Rules if it decides to undertake the Proposed Investment.

By order of the Board
Beijing Beida Jade Bird Universal Sci-Tech Company Limited
Ni Jinlei
Chairman

Beijing, the PRC, 17 September 2016

As at the date of this announcement, Mr. Zhang Wanzhong, Ms. Zheng Zhong and Mr. Ip Wing Wai are executive Directors, Mr. Ni Jinlei, Ms. Xue Li and Mr. Zhao Xuedong are non-executive Directors and Mr. Shao Jiulin, Mr. Li Juncai, Mr. Lin Yan and Mr. Li Chonghua are independent non-executive Directors.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in the 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 the GEM website at “www.hkgem.com” on the “Latest Company Announcements” page for at least 7 days from the date of its posting and on the website of the Company at “www.jbu.com.cn”.

Denotes English translation of a Chinese company, entity or novel name and is provided for identification purpose only