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eSun Holdings Limited

(Incorporated in Bermuda with limited liability)
(Stock Code: 571)



LAI FUNG HOLDINGS

Lai Fung Holdings Limited
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 1125)

VOLUNTARY ANNOUNCEMENT

This is a voluntary joint announcement made by eSun Holdings Limited (“**eSun**”) and Lai Fung Holdings Limited (“**Lai Fung**”).

The respective boards of directors of eSun and Lai Fung are pleased to announce that on 30 October 2015, Zhuhai Hengqin Laisun Creative Culture City Co. Ltd.* (珠海橫琴麗新文創天地有限公司) (“**ZH**”, a company owned as to 20% by eSun and 80% by Lai Fung) entered into a Family Edutainment Center Sublicense Agreement (“**Sublicense**”) with iP2 Entertainment Holdings III, Inc. (“**iP2 Entertainment**”) and a Master Agreement (“**Master Agreement**”) with iP2 Entertainment Asia Limited (“**iP2 Asia**”). iP2 Entertainment is a holder of a master license from National Geographic Society (“**NGS**”) to develop a series of indoor, interactive exploration centres using NGS contents. iP2 Asia is an affiliate of iP2 Entertainment that provides management and design services. Together the Sublicense and the Master Agreement (“**Agreements**”) enable ZH to develop a Family Edutainment Center (“**FEC**”) in Phase I of the Creative Culture City Project in Hengqin, Zhuhai, the People’s Republic of China.

Pursuant to the Agreements, iP2 Entertainment will sub-license its NGS licensed intellectual property rights to ZH in return for royalties charged against admission tickets, concessionary and other revenue. iP2 Asia will provide management and creative design services in exchange for management and other incentive fees.

The size of the FEC will be approximately 4,500 square meters, containing no less than 5 individual attractions including rides, food and beverage facilities, retail premises, virtual reality and/or 4-D interactive experiences, and other types of entertainment and/or educational attractions.

The terms of the Agreements will be for 10 years from the initial commercial launch of the FEC with an option to extend for another 5 years.

eSun and Lai Fung will make further announcement(s) as and when required under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

For and on behalf of
eSun Holdings Limited
Lui Siu Tsuen, Richard
Executive Director and
Chief Executive Officer

For and on behalf of
Lai Fung Holdings Limited
Chew Fook Aun
Chairman

Hong Kong, 2 November 2015

As at the date of this joint announcement,

- (a) *the Board of eSun comprises four Executive Directors, namely Messrs. Lui Siu Tsuen, Richard (Chief Executive Officer), Chew Fook Aun, Lam Hau Yin, Lester and Yip Chai Tuck; two Non-executive Directors, namely Madam U Po Chu and Mr. Andrew Y. Yan; and four Independent Non-executive Directors, namely Messrs. Low Chee Keong (Chairman), Lo Kwok Kwei, David and Alfred Donald Yap and Dr. Ng Lai Man, Carmen; and*
- (b) *the Board of Lai Fung comprises seven Executive Directors, namely Mr. Chew Fook Aun (Chairman), Dr. Lam Kin Ming (Deputy Chairman), Mr. Lam Kin Hong, Matthew (Executive Deputy Chairman), Mr. Lam Hau Yin, Lester (Chief Executive Officer), Madam U Po Chu, Mr. Cheng Shin How and Mr. Lee Tze Yan, Ernest; two Non-executive Directors, namely Mr. Lucas Ignatius Loh Jen Yuh and Mr. Chan Boon Seng (also alternate to Mr. Lucas Ignatius Loh Jen Yuh); and five Independent Non-executive Directors, namely Messrs. Lam Bing Kwan, Ku Moon Lun, Law Kin Ho, Mak Wing Sum, Alvin and Shek Lai Him, Abraham.*

**For identification purposes only*