

Press Release

**China Everbright Limited's Everbright Zhongying Capital announces investment in digital media group Three's Company**  
***Investment signals Fund's expansion into enterprise services arena***

11 July 2017 – **China Everbright Limited** (“CEL”; stock code: 165.HK) announced that the Group's **Everbright Zhongying Capital** (“the Fund”), specialising in investments in emerging growth industries, has invested in Three's Company, a leading integrated campus marketing service company and professional full-service digital marketing service provider in China. The investment provides the Fund with entry into the internet and cultural media fields as well as an extension in the technology, media and telecom (TMT) industry.

Headquartered in Beijing and established in 2003, Three's Company currently has 25 branches across China. Following more than a decade of development, the company today offers a new integrated media and branding solution demonstrating outstanding edges in media resources, client resources and service capacity. Three's Company has been listed on the National Equities Exchange and Quotations (NEEQ) since April 2015.

The emergence of the internet has significantly transformed traditional advertising and marketing models in recent years. An integrated marketing organisation covering all forms of online and offline media, Three's Company gradually began expanding its services in 2014 to include digital marketing services ranging from branding, internet communication and media strategies to creative production, technical services, media buying for social marketing and more. The company is now the fastest-growing enterprise providing internet advertising services in China.

Quality media resources form another of Three's Company's core competencies, offering enterprises a powerful way to achieve strong advertising impact. Three's Company has developed a massive proprietary media resource library covering mobile and offline media, giving the company sizeable advantages in advertising and integrated marketing. Three's Company's sales force is divided into multiple professional service teams customised to different industries, providing 24/7 point-to-point services for clients. The company has nurtured a strong clientele covering telecommunications, internet e-commerce, fast-moving consumer goods, finance and insurance, and other industries.

In recent years the Fund has been expanding its investment strategy both upstream and downstream throughout the TMT industry, with the long-term goal of securing quality investments in pan-entertainment, consumption upgrade, vertical e-commerce, internet finance and other growing segments.

The Fund said that its investment in Three's Company also underscores the trends of public entrepreneurship – highlighted by the growing number of small- to medium-sized enterprises in China – and the reinvention of business models by traditional enterprises in the internet age. Hence there is considerable room for growth and investment value in the enterprise service market, especially in marketing, where the Fund believes new industry leaders will very likely emerge. The Fund added that Three's Company has maintained its first-mover advantage in the transformative trends of internet marketing in China and that it is optimistic about the company's prospects.

**About Everbright Zhongying Capital**

Everbright Zhongying Capital is a growth VC fund initiated by China Everbright Limited in August 2016. The Fund is widely distributed across fast-growing emerging industries, focusing on consumer upgrades, pan-cultural entertainment, enterprise services, internet finance and other sub-segments. At present, the Fund has completed early-stage investment projects in mobile video leader Yixia Tech, second-hand car e-commerce platform Youxin Group, female consumer financial platform MiMe and other promising enterprises.

**About China Everbright Limited**

China Everbright Limited (“CEL”, stock code: 165.HK) is the largest overseas cross-border asset management and investment platform of China Everbright Group. It is the second-largest shareholder of Everbright Securities (stock code: 601788.SH, 6178.HK) and a strategic shareholder of China Everbright Bank (stock code: 601818.SH, 6818.HK), the controlling shareholder of the Hong Kong-listed China Aircraft Leasing Group Holdings Limited (stock code: 1848.HK), the largest shareholder of Shanghai Jiabao Industry & Commerce (Group) Co., Ltd (stock code: 600622.SH) and the second-largest shareholder of the Singapore-listed Ying Li International Real Estate Limited (stock code: 5DM. SGX). As at end-2016, CEL managed 36 funds with a total fundraising amount of more than HK\$87.5 billion. Everbright Group, the parent company of CEL, is a state-owned financial conglomerate with AUM of approximately RMB4,400 billion as at end-2016. For more information about CEL, please visit [www.everbright165.com](http://www.everbright165.com).