



当代东方投资股份有限公司  
LEAD EASTERN INVESTMENT CO.,LTD.



## MEDIA RELEASE

RELIANCE GAMES SIGNS STRATEGIC COOPERATION  
FRAMEWORK AGREEMENT WITH XIAMEN TAI HE XIN YING WEN  
HUA CHUAN BO LTD., PART OF LEAD EASTERN INVESTMENT  
GROUP FROM CHINA & CREATIVE CULTURAL OPERATIONS LTD.  
FROM HONG KONG

LEAD WILL INVEST AN AMOUNT OF US \$ 15,000,000 (US DOLLAR  
FIFTEEN MILLION) FOR 10% STAKE IN ZAPAK MOBILE GAMES  
AT A VALUATION OF US\$ 150,000,000 (US DOLLAR ONE HUNDRED  
FIFTY MILLION), SUBJECT TO DUE DILIGENCE

RELIANCE GAMES, LEAD EASTERN INVESTMENT & CREATIVE  
CULTURAL TO FORM A JOINT VENTURE COMPANY IN GREATER  
CHINA TO DEVELOP, MARKET, PROMOTE AND OPERATE MOBILE  
GAMES BASED ON INTELLECTUAL PROPERTIES  
OWNED AND ACQUIRED BY ZAPAK

RELIANCE, LEAD & CREATIVE CULTURAL TO OWN 40%, 51% AND  
9% STAKE RESPECTIVELY IN CHINA JOINT VENTURE

**Mumbai, September 22, 2015:** In a ground-breaking deal, Anil D. Ambani owned Reliance Entertainment today announced that its unit, Reliance Games, will partner with Lead Eastern Group from China to create and market mobile games globally.

Lead will invest US \$ 15,000,000 (US Dollar Fifteen Million) for a 10% stake in Reliance Game's mobile gaming company, Zapak Mobile Games Private Limited, which pegs the valuation of the company at US \$ 150,000,000 (US Dollar One Hundred & Fifty Million).

Reliance Games, Lead Eastern Investment & Creative Cultural have also agreed to form a Joint Venture Company in China to exclusively partner to create, operate and market Mobile Games, based on Intellectual Properties owned and acquired by Zapak. The parties will own 40%, 51% & 9% stakes respectively in the China Joint Venture.

Lead Holding group is a leading conglomerate in China, with diversified business interests in Real Estate, Tourism, Finance & Capital Services, Media & Entertainment, Gaming, Logistic etc. Lead Eastern, part of Lead Holding, is a listed entity with interests in Film, Television, Gaming content creation, Broadcasting and distribution.

Reliance Games is one of the most successful Indian game developers and publishers, with more than 200M downloads across its popular titles like Real Steel, Pacific Rim, Hunger Games – Catching Fire Panem Run, Dancing with the Stars, Shadow Strike, etc. Reliance Games titles can be enjoyed through iTunes, Google Play, Amazon and Windows as well as 80 leading networks across 40 countries.

Creative Cultural, a Hong Kong based company is engaged in the business of intellectual property based entertainment including Gaming.

The proposed combination will leverage the Intellectual Properties and proven creative, production and publishing capabilities of Zapak in global markets with the development and distribution strength of Lead in China.

The transaction is subject to regulatory approvals and due diligence, and the partners expect to close the Definitive Agreements soon.

**Amitabh Jhunjhunwala, Group Managing Director, Reliance Group**, said, “We are delighted to partner with Lead Group, and we believe this will accelerate the growth and reach of our Gaming business in the China marketplace, along with continued expansion in the global markets. This partnership will enable both the companies to leverage their core competencies.”

**Chunfeng Wang, Chairman of Lead Eastern Company**, said, “Strategic partnership between Lead Eastern and Reliance Games will enable the two companies to expand extensively in China and global markets. What excited Lead about the partnership with Reliance Games was the growth track record, high-quality management, and games portfolio with significant success in Action and Sports genre.”

**Corey Redmond, President and CEO of Creative Cultural** said, “Our mission is to provide a gateway for Chinese game developers to use top Hollywood IP to develop enthralling mobile games. Creative Cultural is in the business of bringing new and innovative entertainment experiences to Chinese gamers and we intend to continue to support the development of even more great titles in China’s gaming industry.”

### **About Reliance Group**

Reliance Group, led by Chairman, Anil D. Ambani, is among India’s leading business houses, with a leadership position in telecommunications, power, infrastructure, financial services, and media and entertainment. The Group has over 250 million customers, serving 1 in every 5 Indians, and has over 8 million shareholders, amongst the largest shareholder families in the world.

### **About Reliance Games**

Reliance Games, a leading publisher and developer of mobile games is a division of Reliance Entertainment, whose subsidiaries include IM Global and Codemasters. Reliance Games block buster hits include Real Steel, Real Steel World Robot Boxing, Pacific Rim, and a slew of exciting mobile games developed in association with Hollywood Studios such as DreamWorks, Sony Pictures, Paramount Pictures, Columbia Pictures and Warner Bros.

With over 200mn downloads globally, Reliance Games currently operates three studios worldwide. A strong, multi-disciplinary, cross-skilled and talented team spanning three continents across US, UK and India spearheads the creation of high quality mobile games. Reliance Games titles can be enjoyed through iTunes, Google Play, Amazon and Windows as well as 80 leading networks across 40 countries. More information about Reliance Games is available at [www.reliancegames.com](http://www.reliancegames.com)

#### **About Lead Eastern Investment Co.,Ltd.**

Lead Eastern Investment Co., Ltd. (stock code: 000673) focus on film and television production and investment, global copyright cooperation and development, worldwide copyright game development, digital distribution of copyrighted content, the international film and television, music artist management, international television rights and model introduction and development, as well as development of global television copyrights derivative commodities.

#### **About Creative Cultural**

Creative Cultural brings new and innovative entertainment experiences to customers worldwide by sourcing, designing, producing and operating entertainment, music and sports attractions as well as mobile games. Creative Cultural manages intellectual property (IP) rights acquired from major Hollywood studio companies and leverages these properties through themed entertainment attractions and mobile/tablet games.

#### **For Media Queries**

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