



Fullshare Holdings Limited
(Stock code: 607)

**Fullshare Established Strategic Cooperation with Shanghai Joyu Culture Communication
To Co-develop the Tourism Market**

(27 September 2017 – Hong Kong) **Fullshare Holdings Limited** (“Fullshare Holdings” or the “Company”; SEHK stock code: 607, together with its subsidiaries, the “Group”) is pleased to announce that on 27 September 2017, the Group entered into a strategic cooperation agreement with Shanghai Joyu Culture Communication Company Limited (上海景域文化傳播股份有限公司) (“Shanghai Joyu Culture Communication”) to jointly develop and explore the cultural tourism and vacation market.

The Group and Shanghai Joyu Culture Communication will leverage on the respective financial and social resources to implement several tourism planning segment cooperations. It is intended that the total investment will be approximately RMB5 billion with an initial investment in a sum of RMB1 billion and the actual amount of the investment fund will be determined on the basis of actual financing needs and the progress of each project. Both parties shall jointly establish culture and tourism joint ventures with partners from various provinces and core cities in China, invest in tourism projects for expansion and establishment of new tourism projects, develop intelligent tourism investment other tourism investment cooperation projects.

Shanghai Joyu Culture Communication is a company incorporated in China, whose businesses and subsidiaries include Joyu Destination Operation Group (景域目的地運營集團), Lvmama Group (驢媽媽集團) and Joyu Tourism Intelligent Economic Group (景域旅遊智慧經濟集團). Shanghai Joyu Culture Communication has the capability of operating tourism destinations. Meanwhile, it also accumulates a wealth of internet channel resource and the capability of providing intelligent services. It is capable in providing comprehensive services for tourism destinations and sites covering planning, construction, operation, management, advertising and sale services.

Mr. Ji Changqun, Executive Director, Chairman and CEO of Fullshare Holdings Limited commented, “Fullshare is a conglomerate focusing on business operation. Tourism segment is an important part of the group industry. The Group will continue to integrate the resources including global quality tourism, healthcare management and other resources to establish a win-win collaboration between customers, partners and the Group. Shanghai Joyu Culture Communication

owns well-known tourism product intellectual property (“IP”) in mainland China and its business development is in line with the Group’s. It is believed that the strategic cooperation provides an excellent development platform and opportunity to expand tourism business of the Group.

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About Fullshare Holdings Limited

Fullshare Holdings Limited (SEHK: 607) is a leading conglomerate in China. The Group’s businesses encompass tourism, education and healthcare, property, as well as renewable energy.