

To: Business Editor
[For Immediate Release]



Asia Pioneer Entertainment Holdings Limited

亞洲先鋒娛樂控股有限公司

(Stock Code: 8400.HK)

**Shares of Asia Pioneer Entertainment Holdings Limited
Commence Trading on the Growth Enterprise Market of SEHK**

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**Closed at HK\$0.31 per Share on the First Trading Day
Surged over 1.11 Times against the IPO Price**

(Hong Kong, 15 November 2017) – The shares of **Asia Pioneer Entertainment Holdings Limited** (“APE” or the “Company”), the leading Electronic Gaming Equipment supplier in Macau, commenced trading on the Growth Enterprise Market (“GEM”) of The Stock Exchange of Hong Kong Limited (“SEHK”) today under the stock code of 8400.

APE is the fourth largest Electronic Gaming Equipment supplier by revenue in Macau in 2016. Out of the two types of equipment categorised under Electronic Gaming Equipment, namely ETGs and EGMs, APE provides a full range of customized and integrated services to its customers with the core business including: (1) the technical sales and distribution of Electronic Gaming Equipment to casino operators; (2) the provision of consulting services to manufacturers of Electronic Gaming Equipment and technical services to manufacturers and casino operators; and (3) the provision of repair services to casino operators. During the Track Record Period, APE is the largest ETG supplier in Macau in 2016 by revenue with a market share of approximately 30.4%.

“The successful listing on the GEM of Hong Kong Stock Exchange reveals a new chapter for APE, which is a remarkable milestone for the Company,” said **Mr. Allen Huie, Chairman, Executive Director & Compliance Officer** of APE. “This listing enables the Company to tap into the international capital market, which will not only enhance our capital strength, but also further strengthen our leading position in the industry and will accelerate the next stage of the Company’s development. With the support of the capital market, our own capabilities in business development and the emerging market demand for Electronic Gaming Equipment, we are confident in maintaining the Company’s steady growth in the future and maximizing returns for investors.”

Southwest Securities (HK) Capital Limited is the Sole Sponsor. Southwest Securities (HK) Brokerage Limited and Supreme China Securities Limited act as the Joint Bookrunners and Joint Lead Managers in relation to the Share Offer of APE.

Shares of APE are actively traded today, with a total volume of approximately 179 million shares, representing an aggregate turnover of approximately HK\$ 75.50 million. Shares closed at HK\$ 0.31 per share.

Photo Captions

Photo 1



Mr. Herman Ng, Chief Executive Officer & Executive Director strikes the ceremonial gong at The Exchange Exhibition Hall, representing APE's successful listing on the GEM of SEHK.

Photo 2



Mr. Allen Huie, Chairman, Executive Director & Compliance Officer (middle) and **Mr. Herman Ng, Chief Executive Officer & Executive Director** (5th from right to left) take photo with VIP guests during the listing ceremony.

Photo 3



Mr. Allen Huie, Chairman, Executive Director & Compliance Officer presents a listing souvenir to **Mr. Dieter Yih**, member of the Listing Committee, who receives it on behalf of SEHK.

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About Asia Pioneer Entertainment Holdings Limited

Asia Pioneer Entertainment Limited (APE) was established in 2006 in Macau. APE is an approved gaming machine agent licensed by the Gaming Inspection and Coordination Bureau of Macau (DICJ). Since its founding, APE has been dedicating its business to introduce innovative gaming products to casino operators in Macau and other Asian countries. APE is focused on providing full range of customised and integrated solutions for the Electronic Gaming Equipment industry. APE's substantial experience and knowledge in the gaming industry ensures our particular expertise in localisation and customisation of Electronic Gaming Equipment. With an established track record of supplying Electronic Gaming Equipment to casino operators in Macau and Asia, APE is now a global distributor, presenting gaming manufacturers from Slovenia, US, Taiwan and Australia. We have well established business relationship with casino operators in Macau and Philippines.

For further enquiries, please contact Frement Financial Relations Limited:

Betty Dong
 Tel: (852) 2890 8262
 Mob: (852) 9666 8657
 Email: betty@fremment.com