

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



LEYOU TECHNOLOGIES HOLDINGS LIMITED
樂遊科技控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1089)

VOLUNTARY ANNOUNCEMENT
CO-DEVELOPMENT OF GAME WITH AMAZON

This announcement is made by the Company on a voluntary basis.

CO-DEVELOPMENT OF THE LORD OF THE RINGS GAME

The Board is pleased to announce that the Company and subsidiaries of Amazon have entered into a co-development agreement whereby the Group and Amazon Game Studios will co-develop and publish a free-to-play massively multiplayer online game based on the fantasy literary work *The Lord of the Rings* by J.R.R. Tolkien (“**Game**”). The Company previously announced its development of the Game on 3 September 2018.

Set in the world of Middle-earth™ portrayed in *The Lord of the Rings* literary trilogy, the Game is expected to give fans around the globe a new, immersive game experience for epic exploration of the vast world of Tolkien, featuring lands, people and creatures of Middle-earth™.

Under the co-development agreement, the parties will separately and exclusively market, publish and operate the Game in their respective territories. The Company will manage the marketing and operation of the Game in Mainland China, Hong Kong, Macau and Taiwan, while Amazon Game Studios will manage such aspects of the Game in the rest of the world.

INFORMATION ON THE GROUP AND AMAZON GAME STUDIOS

The Group

The Group is principally engaged in the development and publishing of online multiplayer PC/console video games and is a leading player in the market of high quality PC/console free-to-play games.

Amazon Game Studios

Amazon Game Studios is a division of Amazon. It creates games that aim to be as fun to watch as they are to play. Building within the sandbox of Amazon Web Services (AWS), Amazon Lumberyard, Twitch, and more, its ambition is to create bold, new gaming experiences that foster community inside and outside of the games it makes. For more information, please visit www.amazongames.com.

To the best of the Directors' knowledge, information and belief, having made all reasonable enquires, each of Amazon and its ultimate beneficial owner(s) is a third party independent of the Company and its connected persons as at the date of this announcement.

REASONS FOR AND BENEFITS OF THE CO-DEVELOPMENT

The Board believes that co-development of the Game with Amazon Game Studios is more beneficial to the Company and its shareholders than the Company developing the Game on its own, allowing the Game to be developed on a larger scale with greater complexity of characters and richness in content and be available on more platforms. In addition, Amazon Game Studios can leverage its resources in multiple gaming and other on-line business divisions to enhance the user acquisition and retention aspects of the Game.

DEFINITIONS

The following terms have the following meanings when used in this announcement, unless the context requires otherwise:

“Amazon”	Amazon.com, Inc., a company incorporated in the state of Delaware, the United States of America with limited liability, the shares of which are listed on the NASDAQ exchange (stock code: AMZN)
“Board”	the board of the Directors
“Company”	Leyou Technologies Holdings Limited, a company incorporated in the Cayman Islands with limited liability, the shares of which are listed on the Stock Exchange (stock code: 1089)
“connected person(s)”	has the meaning ascribed to it under the Listing Rules
“Director(s)”	the director(s) of the Company from time to time
“Game”	a free-to-play massively multiplayer online game based on J.R.R. Tolkien’s fantasy literary work <i>The Lord of the Rings</i> to be co-developed by the Company and Amazon Game Studios, including all iterations and improvements thereof
“Group”	the Company and its subsidiaries
“Hong Kong”	the Hong Kong Special Administrative Region of the PRC

“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange as amended from time to time
“PRC”	the People’s Republic of China, which for the purpose of this announcement shall exclude Hong Kong, Macao Special Administrative Region of the PRC and Taiwan
“Stock Exchange”	The Stock Exchange of Hong Kong Limited

By order of the Board
Leyou Technologies Holdings Limited
Xu Yiran
Chairman and Chief Executive Officer

Hong Kong, 10 July 2019

As at the date of this announcement, the Board comprises Mr. Xu Yiran (Chairman and Chief Executive Officer), Mr. Li Yang (Deputy Chairman), Mr. Gu Zhenghao and Mr. Cao Bo as executive Directors, Mr. Eric Todd as non-executive Director, and Mr. Hu Chung Ming, Mr. Chan Chi Yuen and Mr. Kwan Ngai Kit as independent non-executive Directors.