

**PhillipMart Announces Pre-IPO Share Price of
 S. Culture International Holdings Limited (Stock code: 01255)**

(Hong Kong – 10 Jul 2013) **Phillip Securities (HK) Ltd.** (“Phillip Securities”) announced today the details of pre-IPO trading activities for shares of **S. Culture International Holdings Limited** (“**S. Culture**”; stock code: 01255) PhillipMart, an automated electronic platform for pre-IPO shares trading.

Pre-IPO highest and lowest trading prices for **S. Culture International Holdings Limited** on PhillipMart were HK\$2.24 and HK\$2.15. The price closed at HK\$2.15 per share, 0.939% higher than its offer price of HK\$2.13. The price opened at HK\$2.19, with the most actively traded price of HK\$2.2 per share, and a turnover of 206,000shares. The total trading volume reached 358,000shares with total turnover of HK\$787,720,000. The final price of **S. Culture**, to debut trading tomorrow has been fixed at HK\$2.13 per share.

Pre-IPO price for shares of S. Culture International Holdings Limited trading on PhillipMart:

1. Open price	HK\$2.19
2. Highest trading price	HK\$2.24
3. Highest trading price vs. offer price	Up5.16%
4. Lowest trading price	HK\$2.15
5. Lowest trading price vs. offer price	Up0.939%
6. Most actively traded price	HK\$2.2
7. Most actively traded price vs. offer price	Up3.29%
8. Volume of shares at most actively traded price	206,000shares
9. Close price	HK\$1.25
10. Close price vs. offer price	Up0.939%

Price information is available on the left side of Phillip Securities homepage (<http://www.poems.com.hk/>), it providing instant prices of pre-IPO trading.

1255		港大零售		S CULTURE								
				買				賣				
現價	2.150	16:27 -	200K	2.200	2098	277	-	-	950	866	-	-
前收市價	2.130	16:28 -	6000	2.200	-1s	-5s	-10s	-15s	+1s	+5s	-	-
開市價	2.190	17:14 -	30K	2.190	950	-	-	-	950	950	-	-
最高	2.240	18:03 -	22K	2.150	950	-6s	-11s	-16s	+2s	-	-	-
最低	2.150				950	-	-	-	728	-	-	-
升跌	+0.020				-2s	-	-	-	728	-	-	-
升跌%	+0.939%				-	-7s	-12s	-17s	728	-	-	-
成交盤數	8				-3s	-	-	-	950	-	-	-
成交股數	358K				728	-8s	-13s	-18s	+3s	-	-	-
總成交	787K				-4s	-	-	-	-	-	-	-
每手股數	2000				728	-9s	-14s	-19s	+4s	-	-	-
差價	0.01											
貨幣	HKD											

About PhillipMart

In 2007, Phillip Securities (HK) Ltd (“Phillip Securities”) is the first financial institution granted license for a trading platform (PhillipMart) for pre-market trading of IPOshares one day prior to the official listing day from SFC. Those who have already been or is expected to be allotted shares could trade those shares on PhillipMart before the shares will be listed on the HKEX and ready for AMS. For a majority of IPOs, we offer PhillipMart trading one day prior to the listing date. Only Phillip clients are allowed to trade via the PhillipMart platform. In view of customers demand, Phillip Securities announce that the trading hours of **PhillipMart has be changed from 4:30p.m. - 6:00p.m. to 4:15p.m.-6:30p.m. effective from Thursday, 29 March 2012.**

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