

# Press Release

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## **Orange Sky Golden Harvest Made An Alliance With Synergis To Identify Prime Locations For Its Premium Quality Multiplexes**

3 November 2011, Hong Kong - Orange Sky Golden Harvest Entertainment (Holdings) Limited (OSGH or the Group; HKSE: 1132) is delighted to announce that OSGH has entered into a strategic agreement with Synergis Management Services Limited (Synergis), under which Synergis will search for optimum locations for OSGH's high-end multiplexes.

OSGH has devoted to develop its theatrical business in the Mainland China in the recent years. We are dedicated to operate premium quality multiplexes while Synergis has actively involved in pre-management consultancy and asset management services in relation to prominent shopping malls, commercial centres and high-end residential projects in the Mainland China. The partnership between OSGH and Synergis enables OSGH's premium quality multiplexes to position with the properties being run by renowned international and local property developers and property investors. said Mr. Andrew Mao, Executive Director and Chief Executive Officer of OSGH.

Mr. Mao added, the strategic agreement not only allows OSGH's multiplexes to present at more prime locations and properties, but also accelerates the Group's expansion in the Mainland China. This is a critical step forward for the Group to become Asia's best-in-class integrator of the movie entertainment industry.

In alignment with the cultural promotion initiatives of the Chinese government and to seize the opportunity to become the master of fast-paced movie market, OSGH doubled its efforts in its business development and scales in the Mainland China. The Group has performed a dramatic increase in its multiplex numbers, from 9 in 2010 to approximately 30 by end of 2011. The Group is one of the most rapidly-developing organizations in cinema operations and is striving to be the leading theatrical company in China and to become the largest integrator of theatrical exhibition in Asia. With the increase in number of new multiplexes spreading out in

the Mainland China, it will become the cash cow and lead to long-term contributions to the organization.

Dr. C H Fan, Managing Director of Synergis said "Synergis is pleased to work with Orange Sky Golden Harvest in their speedy expansion process in the Mainland China. We have been striving hard to bundle a sensible combination of end-users for the regional/community retail facilities in the urbanised localities, both existing and emerging ones, of the country, this collaboration between Orange Sky Golden Harvest and Synergis is the first step, but an important one, for us to provide comprehensive asset management services to real estate developers, owners and investors in the country."

### **About Orange Sky Golden Harvest**

Orange Sky Golden Harvest, previously known as Golden Harvest, is one of Asia's best known and most influential film and entertainment companies. Listed on the Stock Exchange of Hong Kong since 1994, Orange Sky Golden Harvest currently operates 49 cinemas with 374 screens across Hong Kong, Mainland China, Taiwan and Singapore, commanding a substantial share of the film exhibition and distribution markets in Asia. Orange Sky Golden Harvest has produced and invested over 600 films and nurtured movie legends such as Bruce Lee and Jackie Chan. The company is also the distributor of countless successful films in both Chinese and foreign languages.

### **About Synergis Management Services Limited**

Synergis Management Services Limited, is a wholly owned subsidiary of Synergis Holdings Limited (Stock code: 2340) (Synergis Holdings). Synergis Holdings is at the forefront of asset management services in Hong Kong and Mainland China with services span every stage of the property development process, from pre-management and consultancy, through pre-sale promotion and leasing, to management and maintenance of buildings and facilities. Founded in 1978, Synergis Holdings was the first company of its kind listed on the Hong Kong Stock Exchange in 2003. Synergis Holdings manages over 390 properties and facilities in Hong Kong and mainland China. In 2008, Synergis Holdings was acquired by Hsin Chong Construction Group Ltd. (HCCG)(Stock code: 0404), one of the leading providers of construction services in Asia.

Photo:



Caption:

Mr. Andrew Mao, Executive Director and Chief Executive Officer of OSGH (left), and Dr. C H Fan, Managing Director of Synergis (right) presented at the signing ceremony.