

Please use this form if you want the Hong Kong Offer Shares to be issued in your name

如閣下欲以本身名義登記將獲發行的香港發售股份，請使用本表格

Staple your
payment
here
請將股款
緊釘在此

This Application Form uses the same terms as defined in the prospectus of Activation Group Holdings Limited (the “Company”) dated 31 December 2019 (the “Prospectus”).

本申請表格使用艾德韋宣集團控股有限公司（「本公司」）於2019年12月31日刊發的招股章程（「招股章程」）所界定的相同詞語。

Neither this Application Form nor the Prospectus constitutes or forms a part of any offer or solicitation of any offer to purchase or subscribe for any Hong Kong Offer Shares in any jurisdiction other than Hong Kong. The Hong Kong Offer Shares may not be offered or sold in the United States without registration or an exemption from registration under the U.S. Securities Act or any state securities laws of the United States.

本申請表格及招股章程概不構成或組成在香港以外任何司法權區收購或認購任何香港發售股份的任何要約或任何發售游說的部分。若無根據美國證券法或美國任何州證券法登記或獲豁免登記，香港發售股份不得在美國提呈發售或出售。

This Application Form and the Prospectus may not be forwarded or distributed or reproduced (in whole or in part) in any manner whatsoever in any jurisdiction where such forwarding, distribution or reproduction is not permitted under the law of that jurisdiction.

在任何根據當地法例不得發送、派發或複製本申請表格及招股章程的司法權區內概不得發送或派發或複製（不論方式，也不論全部或部分）本申請表格及招股章程。

Copies of the Prospectus, all related Application Forms and the other documents specified in the section headed “Documents Delivered to the Registrar of Companies in Hong Kong and Available for Inspection – A. Documents Delivered to the Registrar of Companies in Hong Kong” in Appendix V to the Prospectus, have been registered by the Registrar of Companies in Hong Kong as required by section 342C of the Companies (Winding Up and Miscellaneous Provisions) Ordinance (Chapter 32 of the Laws of Hong Kong). Hong Kong Exchanges and Clearing Limited, The Stock Exchange of Hong Kong Limited (the “Stock Exchange”), Hong Kong Securities Clearing Company Limited (“HKSCC”), the Securities and Futures Commission of Hong Kong (the “SFC”) and the Registrar of Companies in Hong Kong take no responsibility for the contents of these documents.

招股章程、所有相關申請表格及招股章程附錄五「送呈香港公司註冊處處長及備查文件 – A. 送呈香港公司註冊處處長的文件」一節所述其他文件已按香港法例第32章公司（清盤及雜項條文）條例第342C條規定送呈香港公司註冊處處長登記。香港交易及結算所有限公司、香港聯合交易所有限公司（「聯交所」）、香港中央結算有限公司（「香港結算」）、香港證券及期貨事務監察委員會（「證監會」）及香港公司註冊處處長對此等文件的內容概不負責。

ACTIVATION GROUP

艾德韋宣

Activation Group Holdings Limited

艾德韋宣集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(於開曼群島註冊成立的有限公司)

Stock code : 9919

股份代號 : 9919

Maximum Offer Price : HK\$2.34 per Offer Share (payable in full on application in Hong Kong dollars, subject to refund on final pricing, plus brokerage of 1%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005%)

最高發售價：每股發售股份2.34港元（須於申請時以港元繳足，最終定價後多繳股款可予退還，另加1%經紀佣金、0.0027%證監會交易徵費及0.005%聯交所交易費）

You should read this Application Form in conjunction with the Prospectus, which contains further information on the application procedures.

招股章程載有其他關於申請程序的資料，本申請表格應與招股章程一併閱讀。

Application Form 申請表格

To: Activation Group Holdings Limited
Sole Sponsor
Joint Global Coordinators
Joint Bookrunners
Joint Lead Managers
Hong Kong Underwriters

致：艾德韋宣集團控股有限公司
獨家保薦人
聯席全球協調人
聯席賬簿管理人
聯席牽頭經辦人
香港包銷商

Applicants' declaration

I/We agree to the terms and conditions and application procedures in this Application Form and the Prospectus. Please refer to the “Effect of completing and submitting this Application Form” section of this Application Form.

申請人聲明

本人／吾等同意本申請表格及招股章程的條款及條件以及申請程序。請參閱本申請表格「填寫及遞交本申請表格的效用」一節。

Warning: Only one application may be made for the benefit of any person. Please refer to the last four bullets of “Effect of completing and submitting this Application Form” section.

警告：任何人士只限作出一次為其利益而進行的認購申請。請參閱「填寫及遞交本申請表格的效用」一節最後四點。

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如閣下欲以本身名義登記將獲發行的香港發售股份，請使用本表格

- * (1) An individual must provide his Hong Kong Identity Card number or, if he does not hold a Hong Kong Identity Card, his passport number. A body corporate must provide its Hong Kong Business Registration number. Each joint applicant must provide its or his relevant number. The Hong Kong Identity Card number(s)/passport number(s)/Hong Kong Business Registration number(s) will be transferred to a third party for checking the Application Form's validity.
個別人士必須填寫其香港身份證號碼或（如非香港身份證持有人）護照號碼。法人團體必須填寫其香港商業登記號碼。每名聯名申請人均必須提供其相關號碼。該等香港身份證號碼／護照號碼／香港商業登記號碼將轉交第三方以核實申請表格的有效性。
- (2) Part of the Hong Kong Identity Card number/passport number of you or, for joint applicants, the first-named applicant may be printed on your refund cheque (if any). Your banker may require verification of your Hong Kong Identity Card number/passport number before you can cash your refund cheque.
退款支票（如有）上或會印有閣下或（如屬聯名申請人）排名首位申請人的香港身份證號碼／護照號碼的一部分。銀行兌現退款支票前或會要求查證閣下的香港身份證號碼／護照號碼。
- (3) If an application is made by an unlisted company and:
- the principal business of that company is dealing in securities; and
 - you exercise statutory control over that company;
- then the application will be treated as being made for your benefit.
如申請人是一家非上市公司，而：
- 該公司主要從事證券買賣業務；及
 - 閣下對該公司可行使法定控制權，
- 則是項申請將視作為閣下的利益提出。

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How to make your application

- Use the table below to calculate how much you must pay. Your application must be for a minimum of 2,000 Hong Kong Offer Shares and in one of the numbers set out in the table, or your application will be rejected.

NUMBER OF HONG KONG OFFER SHARES THAT MAY BE APPLIED FOR AND PAYMENTS							
No. of Hong Kong Offer Shares applied for	Amount payable on application HK\$	No. of Hong Kong Offer Shares applied for	Amount payable on application HK\$	No. of Hong Kong Offer Shares applied for	Amount payable on application HK\$	No. of Hong Kong Offer Shares applied for	Amount payable on application HK\$
2,000	4,727.16	40,000	94,543.21	600,000	1,418,148.11	4,500,000	10,636,110.81
4,000	9,454.32	50,000	118,179.01	700,000	1,654,506.13	5,000,000	11,817,900.90
6,000	14,181.48	60,000	141,814.81	800,000	1,890,864.14	6,000,000	14,181,481.08
8,000	18,908.65	70,000	165,450.61	900,000	2,127,222.16	7,000,000	16,545,061.26
10,000	23,635.80	80,000	189,086.41	1,000,000	2,363,580.18	8,000,000	18,908,641.44
12,000	28,362.96	90,000	212,722.22	1,500,000	3,545,370.27	9,000,000	21,272,221.62
14,000	33,090.12	100,000	236,358.02	2,000,000	4,727,160.36	10,000,000 ⁽¹⁾	23,635,801.80
16,000	37,817.28	200,000	472,716.04	2,500,000	5,908,950.45		
18,000	42,544.45	300,000	709,074.05	3,000,000	7,090,740.54		
20,000	47,271.60	400,000	945,432.07	3,500,000	8,272,530.63		
30,000	70,907.41	500,000	1,181,790.09	4,000,000	9,454,320.72		

(1) Maximum number of Hong Kong Offer Shares you may apply for.

- Complete the form in English in **BLOCK** letters and sign it. Only written signatures will be accepted (and not by way of personal chop).
- Staple your cheque or banker's cashier order to the form. Each application for the Hong Kong Offer Shares must be accompanied by either one separate cheque or one separate banker's cashier order. Your application will be rejected if your cheque or banker's cashier order does not meet all the following requirements:

The cheque must:	Banker's cashier order must:
<ul style="list-style-type: none"> be in Hong Kong dollars; not be post-dated; be made payable to "BANK OF CHINA (HONG KONG) NOMINEES LIMITED – ACTIVATION GROUP PUBLIC OFFER"; be crossed "Account Payee Only"; 	<ul style="list-style-type: none"> be issued by a licensed bank in Hong Kong, and have your name certified on the back by a person authorised by the bank. The name on the banker's cashier order must correspond with your name. If it is a joint application, the name on the back of the banker's cashier order must be the same as the first-named applicant's name.
<ul style="list-style-type: none"> be drawn on your Hong Kong dollar bank account in Hong Kong; and show your account name, which must either be pre-printed on the cheque, or be endorsed on the back by a person authorised by the bank. This account name must correspond with your name. If it is a joint application, the account name must be the same as the first-named applicant's name. 	

4. Tear off the Application Form, fold it once and lodge your completed Application Form (with cheque or banker's cashier order attached) to one of the collection boxes at any of the following branches of **Bank of China (Hong Kong) Limited**, the receiving bank for the Hong Kong Public Offering:

District	Branch name	Branch address
Hong Kong Island	Quarry Bay Branch	Parkvale, 1060 King's Road, Quarry Bay, Hong Kong
Kowloon	Hoi Yuen Road Branch	55 Hoi Yuen Road, Kwun Tong, Kowloon
	Kowloon Plaza Branch	Unit 1, Kowloon Plaza, 485 Castle Peak Road, Kowloon
New Territories	Metro City Branch	Shop 209, Level 2, Metro City Phase 1, Tseung Kwan O, New Territories
	Castle Peak Road (Tsuen Wan) Branch	G/F-1/F, Sin Ching Building, 201-207 Castle Peak Road (Tsuen Wan), Tsuen Wan, New Territories

5. Your Application Form can be lodged at these times:

Tuesday, 31 December 2019 – 9:00 a.m. to 5:00 p.m.
Thursday, 2 January 2020 – 9:00 a.m. to 5:00 p.m.
Friday, 3 January 2020 – 9:00 a.m. to 5:00 p.m.
Saturday, 4 January 2020 – 9:00 a.m. to 1:00 p.m.
Monday, 6 January 2020 – 9:00 a.m. to 5:00 p.m.
Tuesday, 7 January 2020 – 9:00 a.m. to 5:00 p.m.
Wednesday, 8 January 2020 – 9:00 a.m. to 5:00 p.m.
Thursday, 9 January 2020 – 9:00 a.m. to 12:00 noon

6. The latest time for lodging your application is 12:00 noon on Thursday, 9 January 2020. The application lists will be open between 11:45 a.m. to 12:00 noon on that day, subject only to the weather conditions, as described in the section headed "How to Apply for the Hong Kong Offer Shares – 10. Effect of Bad Weather on the Opening of the Application Lists" in the Prospectus.

The applications for the Hong Kong Offer Shares will commence on Tuesday, 31 December 2019 through Thursday, 9 January 2020. The application monies (including the brokerage fees, SFC transaction levies and Stock Exchange trading fees) will be held by the receiving bank and on behalf of the Company after the closing of the application lists and the refund monies, if any, will be returned to the applicants without interest on or before Wednesday, 15 January 2020. Investors should be aware that the dealings in the Shares on the Stock Exchange are expected to commence on Thursday, 16 January 2020.

如閣下欲以本身名義登記將獲發行的香港發售股份，請使用本表格

申請手續

1. 請使用下表計算閣下應付的款項。閣下申請認購的股數須至少為2,000股香港發售股份，並為下表所列的其中一個數目，否則恕不受理。

可供申請認購的香港發售股份數目及應繳款項							
申請認購的 香港發售 股份數目	申請時 應繳款項 港元	申請認購的 香港發售 股份數目	申請時 應繳款項 港元	申請認購的 香港發售 股份數目	申請時 應繳款項 港元	申請認購的 香港發售 股份數目	申請時 應繳款項 港元
2,000	4,727.16	40,000	94,543.21	600,000	1,418,148.11	4,500,000	10,636,110.81
4,000	9,454.32	50,000	118,179.01	700,000	1,654,506.13	5,000,000	11,817,900.90
6,000	14,181.48	60,000	141,814.81	800,000	1,890,864.14	6,000,000	14,181,481.08
8,000	18,908.65	70,000	165,450.61	900,000	2,127,222.16	7,000,000	16,545,061.26
10,000	23,635.80	80,000	189,086.41	1,000,000	2,363,580.18	8,000,000	18,908,641.44
12,000	28,362.96	90,000	212,722.22	1,500,000	3,545,370.27	9,000,000	21,272,221.62
14,000	33,090.12	100,000	236,358.02	2,000,000	4,727,160.36	10,000,000 ⁽¹⁾	23,635,801.80
16,000	37,817.28	200,000	472,716.04	2,500,000	5,908,950.45		
18,000	42,544.45	300,000	709,074.05	3,000,000	7,090,740.54		
20,000	47,271.60	400,000	945,432.07	3,500,000	8,272,530.63		
30,000	70,907.41	500,000	1,181,790.09	4,000,000	9,454,320.72		

2. 請以英文正楷填寫及簽署申請表格。僅接納親筆簽名（不得以個人印章代替）。
3. 閣下須將支票或銀行本票釘於表格上。每份香港發售股份申請必須附有一張獨立開出支票或一張獨立開出銀行本票。閣下的支票或銀行本票必須符合以下所有規定，否則認購申請將不獲接納：

支票必須：	銀行本票必須：
<ul style="list-style-type: none">為港元開出；不得為期票；註明抬頭人為「中國銀行（香港）代理人有限公司－艾德韋宣集團公開發售」；劃線註明「只准入抬頭人賬戶」；	
<ul style="list-style-type: none">從閣下在香港的港元銀行賬戶中開出；及顯示閣下的賬戶名稱，而該賬戶名稱必須已預印在支票上，或由有關銀行授權的人士在支票背書。賬戶名稱必須與閣下姓名／名稱相同。如屬聯名申請，賬戶名稱必須與排名首位申請人的姓名／名稱相同。	<ul style="list-style-type: none">須由香港持牌銀行開出，並由有關銀行授權的人士在銀行本票背面簽署核證閣下姓名／名稱。銀行本票所示姓名／名稱須與閣下姓名／名稱相同。如屬聯名申請，銀行本票背面所示姓名／名稱必須與排名首位申請人的姓名／名稱相同。

4. 請撕下申請表格，對摺一次，然後將填妥的申請表格（連同支票或銀行本票）投入香港公開發售收款銀行中國銀行（香港）有限公司下列任何一家分行特設的收集箱：

地區	分行名稱	分行地址
香港島	鯉魚涌分行	香港鯉魚涌 英皇道1060號柏惠苑
九龍	開源道分行	九龍觀塘 開源道55號
	九龍廣場分行	九龍青山道485號 九龍廣場1號
新界	新都城分行	新界將軍澳 新都城一期二樓209號
	荃灣青山道分行	新界荃灣 青山公路荃灣段201-207號 新青大廈地下及一樓

5. 閣下可於下列時間遞交申請表格：

2019年12月31日（星期二）－ 上午九時正至下午五時正
2020年1月2日（星期四）－ 上午九時正至下午五時正
2020年1月3日（星期五）－ 上午九時正至下午五時正
2020年1月4日（星期六）－ 上午九時正至下午一時正
2020年1月6日（星期一）－ 上午九時正至下午五時正
2020年1月7日（星期二）－ 上午九時正至下午五時正
2020年1月8日（星期三）－ 上午九時正至下午五時正
2020年1月9日（星期四）－ 上午九時正至中午十二時正

6. 截止遞交申請的時間為2020年1月9日（星期四）中午十二時正。本公司將於當日上午十一時四十五分至中午十二時正期間開始登記認購申請，唯一會影響此時間的變化因素為當日的天氣情況，詳見招股章程「如何申請香港發售股份－10. 惡劣天氣對開始辦理認購申請登記的影響」一節。

香港發售股份申請將會自2019年12月31日（星期二）起直至2020年1月9日（星期四）止。申請款項（包括經紀佣金、證監會交易徵費及聯交所交易費）將由收款銀行於截止辦理申請登記後代表本公司持有，且退款金額（如有）將於2020年1月15日（星期三）或之前不計利息退還予申請人。投資者務請注意，預期股份將於2020年1月16日（星期四）於聯交所開始買賣。

ACTIVATION GROUP

艾德韦宣

Activation Group Holdings Limited

艾德韋宣集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

GLOBAL OFFERING

Conditions of your application

A. Who can apply

1. You and any person(s) for whose benefit you are applying must be 18 years of age or older and must have a Hong Kong address.
2. If you are a firm, the application must be in the individual members' names.
3. The number of joint applicants may not exceed four and they may not apply by means of **White Form eIPO** service for the Hong Kong Offer Shares.
4. If you are a body corporate, the application must be signed by a duly authorised officer, who must state his representative capacity, and stamped with your corporation's chop.
5. You must be outside the United States, not be a United States Person (as defined in Regulation S under the U.S. Securities Act) and not be a legal or natural person of the PRC.
6. Unless permitted by the Listing Rules, you cannot apply for any Hong Kong Offer Shares if you:
 - are an existing beneficial owner of Shares in the Company and/or any of its subsidiaries;
 - are a director or chief executive officer of the Company and/or any of its subsidiaries;
 - are a close associate (as defined in the Listing Rules) of any of the above;
 - are a core connected person (as defined in the Listing Rules) of the Company or will become a core connected person of the Company immediately upon completion of the Global Offering; or
 - have been allocated or have applied for or indicated an interest in any International Placing Shares under the International Placing or otherwise participate in the International Placing.

B. If you are a nominee

You, as a nominee, may make more than one application for the Hong Kong Offer Shares by: (i) giving **electronic application instructions** to HKSCC via Central Clearing and Settlement System ("CCASS") (if you are a CCASS Participant); or (ii) using a **WHITE** or **YELLOW** Application Form, and lodge more than one application in your own name on behalf of different beneficial owners.

C. Effect of completing and submitting this Application Form

By completing and submitting this Application Form, you (and if you are joint applicants, each of you jointly and severally) for yourself or as an agent or a nominee on behalf of each person for whom you act:

- undertake to execute all relevant documents and instruct and authorise the Company and/or the Joint Global Coordinators (or their agents or nominees), as agents of the Company, to execute any documents for you and to do on your behalf all things necessary to register any Hong Kong Offer Shares allocated to you in your name as required by the Articles of Association;
- agree to comply with the Companies Ordinance (Chapter 622 of the Laws of Hong Kong), the Companies (Winding Up and Miscellaneous Provisions) Ordinance (Chapter 32 of the Laws of Hong Kong), the Memorandum and the Articles of Association;
- confirm that you have read the terms and conditions and application procedures set out in the Prospectus and in this Application Form and agree to be bound by them;
- confirm that you have received and read the Prospectus and have only relied on the information and representations contained in the Prospectus in making your application and will not rely on any other information or representations except those in any supplement to the Prospectus;
- confirm that you are aware of the restrictions on the Global Offering in the Prospectus;

- agree that none of the Company, the Sole Sponsor, the Joint Global Coordinators, the Joint Bookrunners, the Joint Lead Managers, the Underwriters, their respective directors, officers, employees, partners, agents, advisers and any other parties involved in the Global Offering is or will be liable for any information and representations not in the Prospectus (and any supplement to it);
- undertake and confirm that you or the person(s) for whose benefit you have made the application have not applied for or taken up, or indicated an interest for, and will not apply for or take up, or indicate an interest for, any International Placing Shares under the International Placing nor participated in the International Placing;
- agree to disclose to the Company, the Hong Kong Branch Share Registrar, the receiving bank, the Sole Sponsor, the Joint Global Coordinators, the Joint Bookrunners, the Joint Lead Managers, the Underwriters and/or their respective advisers and agents any personal data which they may require about you and the person(s) for whose benefit you have made the application;
- if the laws of any place outside Hong Kong apply to your application, agree and warrant that you have complied with all such laws and none of the Company, the Sole Sponsor, the Joint Global Coordinators, the Joint Bookrunners, the Joint Lead Managers and the Underwriters nor any of their respective officers or advisers will breach any law outside Hong Kong as a result of the acceptance of your offer to purchase, or any action arising from your rights and obligations under the terms and conditions contained in the Prospectus and this Application Form;
- agree that once your application has been accepted, you may not rescind it because of an innocent misrepresentation;
- agree that your application will be governed by the laws of Hong Kong;
- represent, warrant and undertake that (i) you understand that the Hong Kong Offer Shares have not been and will not be registered under the U.S. Securities Act; and (ii) you and any person for whose benefit you are applying for the Hong Kong Offer Shares are outside the United States (as defined in Regulation S) or are a person described in paragraph (h)(3) of Rule 902 of Regulation S;
- warrant that the information you have provided is true and accurate;
- agree to accept the Hong Kong Offer Shares applied for, or any lesser number allocated to you under the application;
- authorise the Company to place your name(s) on the Company's register of members as the holder(s) of any Hong Kong Offer Shares allocated to you, and the Company and/or its agents to send any share certificate(s) and/or e-Refund payment instructions and/or any refund cheque(s) to you or the first-named applicant for joint application by ordinary post at your own risk to the address stated on this application, unless you are eligible to collect the share certificate(s) and/or refund cheque(s) in person;
- declare and represent that this is the only application made and the only application intended by you to be made to benefit you or the person for whose benefit you are applying;
- understand that the Company, the Directors and the Joint Global Coordinators will rely on your declarations and representations in deciding whether or not to make any allotment of any of the Hong Kong Offer Shares to you and that you may be prosecuted for making a false declaration;
- (if the application is made for your own benefit) warrant that no other application has been or will be made for your benefit on a **WHITE** or **YELLOW** Application Form or by giving **electronic application instructions** to HKSCC or to the **White Form eIPO** Service Provider by you or by anyone as your agent or by any other person; and

- (if you are making the application as an agent for the benefit of another person) warrant that (i) no other application has been or will be made by you as agent for or for the benefit of that person or by that person or by any other person as agent for that person on a **WHITE** or **YELLOW** Application Form or by giving **electronic application instructions** to HKSCC and (ii) you have due authority to sign the Application Form or give **electronic application instructions** on behalf of that other person as their agent.

D. Power of attorney

If your application is made by a duly authorised person under a valid power of attorney, the Company and the Joint Global Coordinators may accept or reject it at their discretion, and on any conditions they think fit, including requiring evidence of the attorney's authority. The Company and the Joint Global Coordinators will have full discretion to reject or accept any application, in full or in part, without giving any reason.

Determination of Offer Price and Allocation of Hong Kong Offer Shares

The Offer Price is expected to be fixed on or around Thursday, 9 January 2020. Applicants are required to pay the maximum Offer Price of HK\$2.34 for each Hong Kong Offer Share together with 1% brokerage, 0.0027% SFC transaction levy and 0.005% Stock Exchange trading fee. If the Offer Price is not agreed between the Company and the Joint Global Coordinators (for themselves and on behalf of the Underwriters) on or before Monday, 13 January 2020, the Global Offering will not proceed and will lapse.

Applications for Hong Kong Offer Shares will not be processed and no allotment of any Hong Kong Offer Shares will be made until the application lists close.

The allocation of Offer Shares between the Hong Kong Public Offering and the International Placing is subject to adjustment as stated in the section headed "Structure and Conditions of the Global Offering — Hong Kong Public Offering — Reallocation" in the Prospectus. In addition, the Joint Global Coordinators may reallocate the Shares from the International Placing to the Hong Kong Public Offering to satisfy valid applications under the Hong Kong Public Offering. In accordance with Guidance Letter HKEX-GL91-18 issued by the Stock Exchange, if such reallocation is done other than pursuant to Practice Note 18 of the Listing Rules, i.e. if (i) the International Placing Shares are fully subscribed or oversubscribed and the Hong Kong Offer Shares are fully subscribed or oversubscribed by less than 15 times; or (ii) the International Placing Shares are undersubscribed and the Hong Kong Offer Shares are oversubscribed irrespective of the number of times, up to 20,000,000 Offer Shares may be reallocated to the Hong Kong Public Offering from the International Placing, so that the total number of the Offer Shares available under the Hong Kong Public Offering will be increased to 40,000,000 Offer Shares, representing 20% of the number of the Offer Shares initially available under the Global Offering (before any exercise of the Over-allotment Option), and the final Offer Price shall be fixed at the bottom end of the indicative Offer Price range (i.e. HK\$1.71 per Offer Share) stated in the Prospectus. For details, please refer to the section headed "Structure and Conditions of the Global Offering" in the Prospectus.

Publication of results

The Company expects to announce the final Offer Price, the level of indications of interest under the International Placing, the level of applications under the Hong Kong Public Offering and the basis of allocation of Hong Kong Offer Shares on Wednesday, 15 January 2020 on the website of the Stock Exchange at www.hkexnews.hk and the Company's website at www.activation-gp.com. Results of allocations in Hong Kong Public Offering, the Hong Kong Identity Card/passport/Hong Kong business registration numbers of successful applicants (where applicable) will be available on the above websites.

If your application for Hong Kong Offer Shares is successful (in whole or in part)

If you apply for 1,000,000 or more Hong Kong Offer Shares and have provided all information required by this Application Form, you may collect your share certificate(s) and/or refund cheque(s) in person from the Hong Kong Branch Share Registrar, Computershare Hong Kong Investor Services Limited, at Shops 1712-1716, 17th Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong from 9:00 a.m. to 1:00 p.m. on Wednesday, 15 January 2020 or such other date as notified by us.

If you are an individual who is eligible for personal collection, you must not authorise any other person to collect for you. If you are a corporate applicant which is eligible for personal collection, your authorised representative must bear a letter of authorisation from your corporation stamped with your corporation's chop. Both individuals and authorised representatives must produce, at the time of collection, evidence of identity acceptable to Computershare Hong Kong Investor Services Limited.

If you do not collect your refund cheque(s) and/or share certificate(s) personally within the time specified for collection, they will be despatched promptly to the address as specified on this Application Form by ordinary post at your own risk.

If you apply for less than 1,000,000 Hong Kong Offer Shares, your refund cheque(s) and/or share certificate(s) will be sent to the address on the relevant Application Form on or before Wednesday, 15 January 2020, by ordinary post and at your own risk.

Refund of your money

If you do not receive any Hong Kong Offer Shares or if your application is accepted only in part, the Company will refund to you your application monies (including the related 1% brokerage, 0.0027% SFC transaction levy and 0.005% Stock Exchange trading fee) without interest. If the Offer Price is less than the maximum Offer Price, the Company will refund to you the surplus application monies (including the related 1% brokerage, 0.0027% SFC transaction levy and 0.005% Stock Exchange trading fee) without interest.

The refund procedures are stated in the section headed "How to Apply for the Hong Kong Offer Shares — 14. Despatch/Collection of Share Certificates and Refund Monies" of the Prospectus.

Application by HKSCC Nominees Limited ("HKSCC Nominees")

Where this Application Form is signed by HKSCC Nominees on behalf of persons who have given **electronic application instructions** to apply for the Hong Kong Offer Shares, the provisions of this Application Form which are inconsistent with those set out in the Prospectus shall not apply and provisions in the Prospectus shall prevail.

Without limiting the generality of this paragraph, the following sections of this Application Form are inapplicable where this form is signed by HKSCC Nominees:

- "Applicants' declaration" on the first page;
- "Warning" on the first page;
- "If you are a nominee";
- All representations and warranties under the "Effect of completing and submitting this Application Form" section, except the first one regarding registration of Hong Kong Offer Shares in the applicant's name and the signing of documents to enable the applicant to be registered as the holder of the Hong Kong Offer Shares;
- "If your application for Hong Kong Offer Shares is successful (in whole or in part)"; and
- "Refund of your money".

The following sections in the section headed "How to Apply for the Hong Kong Offer Shares" of the Prospectus are inapplicable where this form is signed by HKSCC Nominees:

- "8. How many applications can you make"; and
- "12. Circumstances in which you will not be allotted Offer Shares".

Effect of the Information You Give to Hong Kong Branch Share Registrar

Hong Kong Branch Share Registrar and its related bodies' corporate, directors, officers, employees and agents ("**Representatives**") expressly disclaim and exclude to the maximum extent permitted by law any liability for any loss or damage suffered or incurred by the applicant or any other person or entity however caused relating in any way to, or connected with, any information provided by or on behalf of the applicant on or in connection with this document or any services provided hereunder, or any other written or oral communication provided by or on behalf of the applicant in connection with this document or any services provided hereunder. This includes, without limitation, any errors or omissions in such information however caused, or the Representatives or any other person or entity placing any reliance on such information or any documentation, image, recording or reproduction of such information, or its accuracy, completeness, currency or reliability.

ACTIVATION GROUP

艾德韋宣

Activation Group Holdings Limited

艾德韋宣集團控股有限公司

(於開曼群島註冊成立的有限公司)

全球發售

申請條件

甲. 可提出申請的人士

- 閣下及閣下為其利益提出申請的任何人士必須年滿18歲並有香港地址。
- 如閣下為商號，申請必須以個別成員名義提出。
- 聯名申請人不得超過四名。聯名申請人不可透過白表eIPO服務的方式申請認購香港發售股份。
- 如閣下為法人團體，申請須經獲正式授權人員簽署，並註明其所屬代表身份及加蓋公司印鑑。
- 閣下必須身處美國境外，並非美籍人士（定義見美國證券法S規例），亦非中國法人或自然人。
- 除非為上市規則所容許，否則下列人士不得申請認購任何香港發售股份：
 - 本公司及／或其任何附屬公司股份的現有實益擁有人；
 - 本公司及／或其任何附屬公司的董事或首席執行官；
 - 上述任何人士的緊密聯繫人（定義見上市規則）；
 - 本公司核心關連人士（定義見上市規則）或緊隨全球發售完成後將成為本公司核心關連人士的人士；或
 - 已獲分配或已申請或表示有意申請國際配售的任何國際配售股份或以其他方式參與國際配售的人士。

乙. 如閣下為代名人

閣下作為代名人可提交超過一份香港發售股份申請，方法是：(i)透過中央結算及交收系統（「中央結算系統」）向香港結算發出電子認購指示（如閣下為中央結算系統參與者）；或(ii)使用白色或黃色申請表格，以自身名義代表不同的實益擁有人提交超過一份申請。

丙. 填寫及遞交本申請表格的效用

閣下填妥並遞交本申請表格，即表示閣下（如屬聯名申請人，即各人共同及個別）代表閣下本身，或作為閣下代其行事的每位人士的代理或代名人：

- 承諾簽立所有相關文件，並指示及授權本公司及／或作為本公司代理的聯席全球協調人（或彼等代理或代名人），為按照組織章程細則的規定將閣下獲分配的任何香港發售股份以閣下名義登記而代表閣下簽立任何文件及代閣下處理一切必要事務；
- 同意遵守公司條例（香港法例第622章）、公司（清盤及雜項條文）條例（香港法例第32章）、組織章程大綱及細則；
- 確認閣下已閱讀招股章程及本申請表格所載條款及條件以及申請程序，並同意受其約束；
- 確認閣下已接獲及閱讀招股章程，且閣下提出申請時僅依賴招股章程所載資料及陳述而不會依賴任何其他資料或陳述（招股章程任何補充文件所載者除外）；

- 確認閣下已知悉招股章程內有關全球發售的限制；
- 同意本公司、獨家保薦人、聯席全球協調人、聯席賬簿管理人、聯席牽頭經辦人、包銷商、彼等各自的董事、高級職員、僱員、合夥人、代理、顧問及參與全球發售的任何其他各方現時及日後均毋須對並非載於招股章程（及其任何補充文件）的任何資料及陳述負責；
- 承諾及確認閣下或閣下為其利益提出申請的人士並無申請或接納或表示有意申請（亦不會申請或接納或表示有意申請）國際配售中的任何國際配售股份，亦無參與國際配售；
- 同意應本公司、香港股份過戶登記分處、收款銀行、獨家保薦人、聯席全球協調人、聯席賬簿管理人、聯席牽頭經辦人、包銷商及／或彼等各自的顧問及代理的要求，向彼等披露其所要求提供有關閣下及閣下為其利益提出申請的人士的任何個人資料；
- 若香港境外任何地方的法例適用於閣下的申請，則同意及保證閣下已遵守所有有關法例，且本公司、獨家保薦人、聯席全球協調人、聯席賬簿管理人、聯席牽頭經辦人及包銷商及彼等各自的任何高級職員或顧問概不會因接納閣下的購買要約，或閣下在招股章程及本申請表格所載的條款及條件項下的權利及責任所引致的任何行動，而違反香港境外的任何法例；
- 同意閣下的申請一經接納，即不得因無意作出的失實陳述而撤銷申請；
- 同意閣下的申請受香港法例規管；
- 聲明、保證及承諾：(i)閣下明白香港發售股份不曾亦不會根據美國證券法登記；及(ii)閣下及閣下為其利益申請香港發售股份的任何人士均身處美國境外（定義見S規例），或屬S規例第902條第(h)(3)段所述人士；
- 保證閣下提供的資料真實及準確；
- 同意接納所申請的香港發售股份或根據申請向閣下所分配任何較少數目的股份；
- 授權本公司將閣下的姓名／名稱列入本公司股東名冊，作為閣下獲分配的任何香港發售股份的持有人，並授權本公司及／或其代理以普通郵遞方式按本申請所示地址向閣下或聯名申請的排名首位申請人寄發任何股票及／或電子退款指示及／或任何退款支票，郵誤風險概由閣下自行承擔，惟閣下合資格親身領取股票及／或退款支票則除外；
- 聲明及表示此乃閣下為本身或閣下為其利益提出申請的人士提出及擬提出的唯一申請；
- 明白本公司、董事及聯席全球協調人將依賴閣下的聲明及陳述以決定是否向閣下配發任何香港發售股份，閣下如作出虛假聲明，可能會被檢控；

如閣下欲以本身名義登記將獲發行的香港發售股份，請使用本表格

- (倘本申請以閣下本身的利益提出) 保證閣下或作為閣下代理的任何人士或任何其他人士不曾亦不會為閣下利益而以白色或黃色申請表格或向香港結算或向白表eIPO服務供應商發出電子認購指示而提出其他申請；及
- (倘閣下作為代理為另一人士的利益提出申請) 保證(i) 閣下(作為代理或為該人士利益) 或該人士或任何其他作為該人士代理的人士不曾亦不會以白色或黃色申請表格或向香港結算發出電子認購指示而提出其他申請；及(ii) 閣下已獲正式授權作為該人士的代理代為簽署申請表格或發出電子認購指示。

丁. 授權書

如申請由獲得有效授權書的正式授權人士提出，則本公司及聯席全球協調人可在彼等認為合適的任何條件下(包括要求出示授權證明)，酌情接納或拒絕有關申請。本公司及聯席全球協調人可全權酌情全部或部分拒絕或接納任何申請而無須給予理由。

釐定發售價及分配香港發售股份

預期發售價將於2020年1月9日(星期四)或前後釐定。申請人須繳付每股香港發售股份最高發售價2.34港元，另加1%經紀佣金、0.0027%證監會交易徵費及0.005%聯交所交易費。倘若本公司與聯席全球協調人(為其本身及代表包銷商)並無於2020年1月13日(星期一)或之前協定發售價，全球發售將不會進行且將告失效。

截止辦理申請登記前概不處理香港發售股份的申請或配發任何香港發售股份。

香港公開發售與國際配售間的發售股份分配可按招股章程內「全球發售的架構及條件－香港公開發售－重新分配」一節所述者調整。此外，聯席全球協調人可將國際配售的股份重新分配至香港公開發售以滿足香港公開發售的有效申請。根據聯交所發出的指引信HKEX-GL91-18，倘並非根據上市規則第18項應用指引進行有關重新分配，即倘(i)國際配售股份獲悉數認購或超額認購及香港發售股份獲悉數認購或超額認購少於15倍，或(ii)國際配售股份認購不足及香港發售股份超額認購，不論倍數多少，可從國際配售重新分配最多20,000,000股發售股份至香港公開發售，使香港公開發售項下提呈的發售股份總數增加至40,000,000股發售股份，佔根據全球發售初步提呈的發售股份數目20% (在行使任何超額配股權前)，而最終發售價須定為招股章程所述指示性發售價範圍的下限(即每股發售股份1.71港元)。詳情請參閱招股章程「全球發售的架構及條件」一節。

公佈結果

本公司預期將於2020年1月15日(星期三)在聯交所網站 www.hkexnews.hk 及本公司網站 www.activation-gp.com 公佈最終發售價、國際配售踴躍程度、香港公開發售申請水平及香港發售股份分配基準。香港公開發售的分配結果及成功申請人的香港身份證／護照／香港商業登記號碼(如適用)亦將於上述網站公佈。

如閣下成功申請認購香港發售股份(全部或部分)

如閣下申請認購1,000,000股或以上香港發售股份並已提供申請表格規定的全部資料，閣下可於2020年1月15日(星期三)上午九時正至下午一時正或我們在報章上公佈的其他日期，親身前往香港股份過戶登記分處香港中央證券登記有限公司(地址為香港灣仔皇后大道東183號合和中心17樓1712-1716號舖)領取股票及／或退款支票。

如閣下為個人申請人並合資格親身領取，閣下不得授權任何其他人士代領。如閣下為公司申請人並合資格親身領取，閣下的授權代表須攜同蓋上公司印鑑的授權書領取。個人及授權代表領取股票時均須出示香港中央證券登記有限公司接納的身份證明文件。

如閣下並無在指定領取時間內親身領取退款支票及／或股票，有關退款支票及／或股票將會立刻以普通郵遞方式寄往本申請表格所示地址，郵誤風險由閣下承擔。

如閣下申請認購1,000,000股以下香港發售股份，閣下的退款支票及／或股票將於2020年1月15日(星期三)或之前以普通郵遞方式寄往相關申請表格所示地址，郵誤風險由閣下自行承擔。

退回款項

若閣下未獲分配任何香港發售股份或申請僅部分獲接納，本公司將不計利息退回閣下的申請股款(包括相關的1%經紀佣金、0.0027%證監會交易徵費及0.005%聯交所交易費)。如發售價低於最高發售價，本公司將不計利息向閣下退回多收申請股款(包括相關的1%經紀佣金、0.0027%證監會交易徵費及0.005%聯交所交易費)。

有關退款程序載於招股章程「如何申請香港發售股份－14. 寄發／領取股票及退款」一節。

香港中央結算(代理人)有限公司(「香港結算代理人」)提出的申請

如本申請表格由香港結算代理人代表發出電子認購指示申請香港發售股份的人士簽署，本申請表格與招股章程不一致的條文將不適用而以招股章程所述者為準。

在不限制此段一般性的原則下，本申請表格的以下部分在香港結算代理人作簽署人的情況下並不適用：

- 第一頁的「申請人聲明」；
- 第一頁的「警告」；
- 「如閣下為代名人」；
- 「填寫及遞交本申請表格的效用」一節下的所有陳述及保證，惟首項有關以申請人名義登記香港發售股份及簽署使申請人登記成為香港發售股份持有人的文件除外；
- 「如閣下成功申請認購香港發售股份(全部或部分)」；及
- 「退回款項」。

招股章程「如何申請香港發售股份」一節的以下部分在香港結算代理人作本表格簽署人的情況下並不適用：

- 「8.閣下可提交的申請數目」；及
- 「12.閣下不獲配發發售股份的情況」。

閣下向香港股份過戶登記分處提供資料的影響

香港股份過戶登記分處及其關聯法人團體、董事、高級職員、僱員及代理(「代表」)在法律容許的最大限度內明確免除及摒除申請人或任何其他人士或實體因任何原因而遭受或招致在任何方面與申請人或代表申請人在此文件提供或與此文件或在其項下提供任何服務有關的任何資料、或申請人或代表申請人提供與此文件或在其項下提供任何服務有關的任何其他書面或口頭通訊有關聯或相關連的任何損失或損害而導致的任何錯誤或遺漏，或代表或任何其他人士或實體對該等資料或該等資料的任何文件、影像、錄製或複製品、或其準確性、完整性、合時性或可靠性的任何依賴。

Personal Data

Personal Information Collection Statement

This Personal Information Collection Statement informs the applicant for, and holder of, Hong Kong Offer Shares, of the policies and practices of the Company and the Hong Kong Branch Share Registrar in relation to personal data and the Personal Data (Privacy) Ordinance (Chapter 486 of the Laws of Hong Kong) (the “**Ordinance**”).

1. Reasons for the collection of your personal data

It is necessary for applicants and registered holders of securities to supply correct personal data to the Company or its agents and the Hong Kong Branch Share Registrar when applying for securities or transferring securities into or out of their names or in procuring the services of the Hong Kong Branch Share Registrar.

Failure to supply the requested data may result in your application for securities being rejected, or in delay or the inability of the Company or the Hong Kong Branch Share Registrar to effect transfers or otherwise render their services. It may also prevent or delay registration or transfers of the Hong Kong Offer Shares which you have successfully applied for and/or the despatch of share certificate(s) and/or refund cheque(s) and/or e-Refund payment instructions to which you are entitled.

It is important that securities holders inform the Company and the Hong Kong Branch Share Registrar immediately of any inaccuracies in the personal data supplied.

2. Purposes

The personal data of the securities holders may be used, held, processed, and/or stored (by whatever means) for the following purposes:

- processing your application and/or refund cheque, and/or e-Refund payment instructions, where applicable, verification of compliance with the terms and application procedures set out in this Application Form and the Prospectus and announcing results of allocation of the Hong Kong Offer Shares;
- compliance with applicable laws and regulations in Hong Kong and elsewhere;
- registering new issues or transfers into or out of the names of securities’ holders including, where applicable, HKSCC Nominees;
- maintaining or updating the register of securities’ holders of the Company;
- verifying securities holders’ identities;
- establishing benefit entitlements of securities’ holders of the Company, such as dividends, rights issues and bonus issues;
- distributing communications from the Company and its subsidiaries;
- compiling statistical information and securities’ holders profiles;
- disclosing relevant information to facilitate claims on entitlements; and

- any other incidental or associated purposes relating to the above and/or to enable the Company and the Hong Kong Branch Share Registrar to discharge their obligations to securities’ holders and/or regulators and/or any other purposes to which the securities’ holders may from time to time agree.

3. Transfer of personal data

Personal data held by the Company and the Hong Kong Branch Share Registrar relating to the securities holders will be kept confidential but the Company and the Hong Kong Branch Share Registrar may, to the extent necessary for achieving any of the above purposes, disclose, obtain or transfer (whether within or outside Hong Kong) the personal data to, from or with any of the following:

- the Company’s appointed agents such as financial advisers, receiving bank and overseas principal share registrar;
- where applicants for securities request a deposit into CCASS, HKSCC or HKSCC Nominees, who will use the personal data for the purposes of operating CCASS;
- any agents, contractors or third-party service providers who offer administrative, telecommunications, computer, payment or other services to the Company or the Hong Kong Branch Share Registrar in connection with their respective business operation;
- the Stock Exchange, the SFC and any other statutory regulatory or governmental bodies or otherwise as required by laws, rules or regulations; and
- any persons or institutions with which the securities’ holders have or propose to have dealings, such as their bankers, solicitors, accountants or stockbrokers etc.

4. Retention of personal data

The Company and the Hong Kong Branch Share Registrar will keep the personal data of the applicants and holders of securities for as long as necessary to fulfil the purposes for which the personal data were collected. Personal data which is no longer required will be destroyed or dealt with in accordance with the Ordinance.

5. Access to and correction of personal data

Securities holders have the right to ascertain whether the Company or the Hong Kong Branch Share Registrar hold their personal data, to obtain a copy of that data, and to correct any data that is inaccurate. The Company and the Hong Kong Branch Share Registrar have the right to charge a reasonable fee for the processing of such requests.

All requests for access to data or correction of data should be addressed to us, at our registered address disclosed in the section headed “Corporate Information” of the Prospectus or as notified from time to time, for the attention of the company secretary, or our Hong Kong Branch Share Registrar for the attention of the privacy compliance officer.

By signing an Application Form or by giving electronic application instructions to HKSCC, you agree to all of the above.

個人資料

個人資料收集聲明

此項個人資料收集聲明是向香港發售股份的申請人和持有人說明有關本公司及其香港股份過戶登記分處有關個人資料和香港法例第486章《個人資料(私隱)條例》(「**條例**」)方面的政策和慣例。

1. 收集閣下個人資料的原因

證券申請人及登記持有人以本身名義申請證券或轉讓或受讓證券時或尋求香港股份過戶登記分處的服務時，必須向本公司或其代理及香港股份過戶登記分處提供準確個人資料。

未能提供所要求的資料可能導致閣下的證券申請被拒或延遲，或本公司或其香港股份過戶登記分處無法落實轉讓或提供服務。此舉亦可能妨礙或延遲登記或轉讓閣下成功申請的香港發售股份及／或寄發閣下應得的股票及／或退款支票及／或電子退款指示。

證券持有人所提供的個人資料如有任何錯誤，須立即通知本公司及香港股份過戶登記分處。

2. 目的

證券持有人的個人資料可以任何方式被採用、持有、處理及／或保存，以作下列用途：

- 處理閣下的申請及／或退款支票及／或電子退款指示(如適用)、核實是否符合本申請表格及招股章程載列的條款和申請程序以及公佈香港發售股份的分配結果；
- 遵守香港及其他地區的適用法律及法規；
- 以證券持有人(包括香港結算代理人(如適用))的名義登記新發行證券或轉讓或受讓證券；
- 存置或更新本公司證券持有人的名冊；
- 核實證券持有人的身份；
- 確定本公司證券持有人的受益權利，如股息、供股及紅股發行；
- 分發本公司及其附屬公司的通訊；
- 編製統計資料及證券持有人資料；
- 披露有關資料以便就權益提出索償；及

- 與上述者有關的任何其他附帶或相關目的及／或使本公司及香港股份過戶登記分處能履行對證券持有人及／或監管機構承擔的責任及／或證券持有人不時同意的任何其他目的。

3. 轉交個人資料

本公司及其香港股份過戶登記分處所持有關證券持有人的個人資料將會保密，但本公司及其香港股份過戶登記分處可以在為達到上述任何目的之必要情況下，向、自或與下列任何人士披露、獲取或轉交(無論在香港境內或境外)有關個人資料：

- 本公司委任的代理，如財務顧問、收款銀行及主要海外股份過戶登記處；
- (如證券申請人要求將證券存於中央結算系統)香港結算或香港結算代理人，彼等將會就中央結算系統的運作使用有關個人資料；
- 向本公司或香港股份過戶登記分處提供與其各自業務運營有關的行政、電訊、電腦、付款或其他服務的任何代理、承包商或第三方服務供應商；
- 聯交所、證監會及任何其他法定監管機關或政府部門或遵照其他法例、規則或法規；及
- 證券持有人與其進行或擬進行交易的任何人士或機構，如彼等的銀行、律師、會計師或股票經紀等。

4. 個人資料的保留

本公司及其香港股份過戶登記分處將按收集個人資料所需的用途保留證券申請人及持有人的個人資料。無需保留的個人資料將會根據條例銷毀或處理。

5. 查閱和更正個人資料

證券持有人有權確定本公司或香港股份過戶登記分處是否持有其個人資料，並有權索取有關該資料的副本並更正任何不準確資料。本公司及香港股份過戶登記分處有權就處理任何查閱資料的要求收取合理費用。

所有查閱資料或更正資料的要求應按招股章程「公司資料」一節所披露或不時通知的註冊地址送交公司秘書，或向我們的香港股份過戶登記分處的私隱事務主任提出。

閣下簽署申請表格或向香港結算發出電子認購指示，即表示同意上述各項。

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