

ANNOUNCEMENT

Strategic Cooperation between
Beijing News Focus Culture Development Company Limited and
Tencent Cloud (Beijing) Company Limited.



Introduction to Tencent Cloud (Beijing) Co., Ltd.

Tencent Cloud is the independent subsidiary of Tencent, with abundant experience of internet service for multiple years. In the field of social contact, game, video, finance, real estate and other fields, it owns the mature products of multiple years to provide the cloud product service and provide various stable and premium services for a hundred million users.

Contents of Strategic Cooperation:

Beijing News Focus Culture Development Company Limited and Tencent Cloud (Beijing) Co., Ltd. will jointly promote the development idea of “smart town”, creating the smart mode for town management, smart mode for tourist service, smart experience mode for tourist residence. Both parties agree that since September 1, 2017, they will reach the strategic cooperation in five cooperation aspects, circled by “**NAGA CITY+smart tourism**”, “**NAGA CITY+ smart park management**”, “**NAGA CITY+penguin smart home**”, “**NAGA CITY+marketing promotion**”, “**NAGA CITY+brand cooperation**”.

Cooperation Period

From September 1, 2017 to August 31, 2020

Cooperation Expectation

This strategic cooperation between both parties not only shows Tencent's recognition of NFM Group, but also shows its high recognition and support of the NAGA CITY project. It symbolizes that the high-tech smart services will be integrated into the construction of NAGA CITY in an all-round aspects in the future and it will be made as the model of Chinese smart towns. Meanwhile, Tencent has the mature product service experience of cloud services in the field of social contact, game, video, finance, real estate and other fields for multiple years. It also brings the all-round support of the product chain service and technology of the "NAGA CITY+" smart system based on the smart Internet of Things in terms of "smart tourism, smart park management, penguin smart home, marketing promotion and brand cooperation" to NAGA CITY. In addition, it lays the solid foundation of technicalization, smartness and branding for the NAGA CITY project. Meanwhile, the brand process of NAGA CITY will be implemented rapidly. It can gain the recognition and rapid experience of the public within a short period of time through the existing promotion system of Tencent. NFM Group and Tencent will jointly lead the wind vane of global smart tourism and bring huge benefits to NAGA CITY.

NFM GROUP LIMITED

October 13, 2017