

**ERA INFORMATION AND ENTERTAINMENT LTD :  
THE MAGICAL WORLD OF MOVIES ... AND RICHARD LI TZAR KAI**

For what reason publicly listed Pacific Century CyberWorks Ltd (Code: 8, Main Board, The Stock Exchange of Hongkong Ltd) would consider taking a 7.49-percent interest in a Taiwanese film distribution company, TARGET has not the slightest idea.

But it is likely to pay off dividends, soon, if the share price of the Taiwanese company responds, positively, to its activities in the Hongkong Special Administrative Region (HKSAR) of the People's Republic of China (PRC).

Because the company, into which this Richard Li Tzar Kai company picked up its minority stake, is trying to float off its subsidiary in the HKSAR.

Era Communications Company Ltd, a publicly listed company in Taiwan, has set about to list Era Information and Entertainment Ltd on The Growth Enterprise Market (The GEM) of The Stock Exchange of Hongkong Ltd.

It is to be known as Stock Code Number 8043.

Era Information does, approximately, the same things as does its Taiwanese parent company, which, at the end of the day, will hold 56.25 percent of the Issued and Fully Paid-Up Share Capital of The GEM company.

Era Information is Placing 80 million, one-cent shares at a price of between 80 cents per share and \$HK1.10 per share.

Of the 80-million, share Placement, 22 million shares are being offered by Mr Andrew Leung Chung Chu, the Chairman of Era Information.

If all goes well, this Company hopes to raise about \$HK44 million (the halfway mark between 80 cents per share and \$HK1.10 per share), which is earmarked for the following uses.

1. \$HK15 million for the acquisition of entertainment-related content, to include television distribution rights and computer, online distribution rights;
2. \$HK15.20 million to expand the Company's home video and theatrical categories;
3. \$HK8.60 million for the development of the launching of a computer, online delivery service; and,
4. \$HK4.70 million to be tipped into the General Working Capital Account.

The above wish-list is to be spread over a period of 3 years, however, ... [CLICK TO ORDER FULL ARTICLE](#)

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