

TARGET

Intelligence Report

VOLUME XXII No. 42

S A T U R D A Y

February 29, 2020

VALUES CULTURAL INVESTMENT LTD:

IN THE WORDS OF TINY TIM, 'GOD BLESS US, EVERY ONE !'

With the incontrovertible blessings of the Government of the People's Republic of China (PRC), Values Cultural Investment Ltd, a company with a history of just seven years, published and disseminated its Global Offering Prospectus in the Hongkong Special Administrative Region (HKSAR) of the PRC on Monday, December 30, 2019.

The Initial Public Offering (IPO) Of Values Cultural Investment Ltd

Values Cultural Investment Ltd () (Code: 1740, Main Board, The Stock Exchange of Hongkong Ltd) pitched a Global Offering of 250 million, \$US0.000005 Shares at the Indicative Offer Price Per Share, ranging from a low of 50 cents (Hongkong) to a high of 74 cents (Hongkong).

Investors of the HKSAR were Offered the opportunity to subscribe to 25 million Offer Shares (the HKSAR Shares Offer tranche) and International Investors, presumably Institutional Investors, Professional Investors and select, Well-Heeled Investors, along with their corporate entities in which this class of investor has equity control, were induced to subscribe to 225 million Offer Shares via Share Placements (the International Placing Shares Offer tranche).

On Wednesday, January 15, 2020, in an Announcement in respect of the Offer Price and Allotment Results,

Management of the Company announced that the Offer Price Per Share had been struck at 50 cents, the lowest, acceptable level to Management as specified in the stated Indicative Offer Price Per Share.

With regard to the HKSAR Shares Offer tranche, one was informed in this Announcement that the Company anticipated netting about \$HK87.60 million from the Global Offering.

Management said that the HKSAR Shares Offer tranche had been '*very significantly over-subscribed*', with a total of 100,216 valid applications for 30,303,940,000 Offer Shares, having been received, representing approximately 1,212.16 times the total number of 25 million Offer Shares, initially available under this tranche.

With regard to the International Placing Shares Offer tranche, one was told that this tranche had, also, been '*significantly over-subscribed*', equivalent to 4.19 times the total number of 225 million Offer Shares, initially available under this tranche.

At Page Nine of this January 15, 2020, Company Announcement, one was told how the net proceeds of the Global Offering were intended to be utilised:

1. Approximately, \$HK76.10 million of the net proceeds, that is about 86.90 percent, '*will be applied for production of four TV series*'; and,
2. Approximately, \$HK11.50 million of the net proceeds, that is about 13.10 percent, '*will be applied for purchasing of copyrights (or broadcasting rights) associated with the TV series*'.

The History And Business Of Values Cultural Investment Ltd

Values Culture Media Company Ltd () was incorporated in the PRC, proper, being separate and distinct from the HKSAR of the PRC, on November 14, 2013.

It is, today, the principal operating subsidiary of Values Cultural Investment Ltd.

This principal operating subsidiary company was owned and controlled by that which was described as being '*the Relevant Shareholders*', comprising 27 entities, in all.

One of these Relevant Shareholders was Suiyong Holdings Company Ltd (), a PRC, State-Invested company, established in the PRC, proper, principally engaged in investment and asset management.

Suiyong Holdings Company Ltd ... [CLICK TO ORDER FULL ARTICLE](#)

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