



AGTech Wins Bid From Tianjin Sports Lottery Administration Center to Launch Marketing and Promotional Campaign

(Hong Kong, March 21, 2019) – AGTech Holdings Limited (“AGTech” or the “Company”, HKEX stock code:08279) is delighted to announce that one of its wholly-owned subsidiaries, has won an open bid from Tianjin Sports Lottery Administration Center (“Tianjin SLAC”) to launch the marketing and promotional campaign for its lottery products. The winning bid marks another partnership with a provincial lottery center in China after the co-operations with National Sports Lottery Administration Center of PRC (“NSLAC”), and various Provincial Sports Lottery Administration Centers, to provide multiple modes of lottery marketing services.

By integrating its profound lottery industry experience, as well as employing the vast resources of Alibaba Group and Ant Financial Group, the Company will carry out corresponding marketing planning and implementation for the comprehensive range of sports lottery products based on main marketing activities timeline of Tianjin SLAC. To achieve the objectives of Tianjin SLAC in brand building, efficient dissemination, and expansion of new user groups, by means of multi-category media promotions of responsible lottery and public welfare, and ultimately promote the stable and healthy growth of sales revenue from various outlets operated by Tianjin SLAC.

John Sun, Chairman and Chief Executive Officer of AGTech said, “Following last year’s successful partnerships with NSLAC, and various Provincial SLACs respectively, today we are excited to announce the collaboration with Tianjin SLAC to launch a marketing campaign which integrates various online and offline resources to enhance users’ experience across multiple channels. Backed by AGTech’s longstanding experience and profound expertise in the lottery industry, as well as the vast resources of Alibaba Group and Ant Financial Group, we are confident that this campaign will help enhance the brand awareness of China sports lottery and the popularity of its products in Tianjin. We look forward to cooperating with more provincial lottery centers in the future, and providing more innovated initiatives across different products, channels, technology and marketing campaigns to help expand the access and popularity of lottery, and thereby contributing to the healthy development of the lottery industry.”

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About AGTech Holdings Limited

AGTech was incorporated in Bermuda and its shares are listed on the GEM (Stock Code: 08279). AGTech is an integrated technology and services company engaged in the lottery and mobile games and entertainment market with a focus on China and selected international markets. A member of the Alibaba Group with around 400 employees, AGTech is the exclusive lottery platform of Alibaba Group and Ant Financial Group.

AGTech's businesses are broadly divided into two categories:

- Lottery (including hardware, games and systems, provision of distribution and ancillary services); and
- Games and Entertainment.

AGTech is a Gold Contributor of the World Lottery Association (WLA), an associate member of the Asia Pacific Lottery Association (APLA), and an official partner of the International Mind Sports Association (IMSA).

For more information, please visit www.agtech.com