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M DREAM INWORLD LIMITED

聯夢活力世界有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8100)

**APPOINTMENT OF EXECUTIVE DIRECTOR
AND
CHANGE OF CHIEF EXECUTIVE OFFICER**

**APPOINTMENT OF EXECUTIVE DIRECTOR AND CHANGE OF CHIEF
EXECUTIVE OFFICER**

The Board wishes to announce that on 5 July 2013:

1. Mr. Chi Chi Hung, Kenneth resigned as the Chief Executive Officer. Mr. Chi will remain as the executive Director and Chairman of the Board.
2. Mr. Xue Qiushi was appointed as (i) an executive Director; and (ii) the Chief Executive Officer.

* For identification purpose only

APPOINTMENT OF EXECUTIVE DIRECTOR AND CHANGE OF CHIEF EXECUTIVE OFFICER

The board (“**Board**”) of directors (“**Directors**”) of M Dream Inworld Limited (“**Company**”, together with its subsidiaries, the “**Group**”) wishes to announce that on 5 July 2013:

- (1) Mr. Chi Chi Hung, Kenneth (“**Mr. Chi**”), the executive Director and Chairman of the Board, resigned as the chief executive officer of the Company (“**Chief Executive Officer**”) due to re-arrangement of his responsibilities within the Group. Mr. Chi will remain as the executive Director and chairman of the Board.

Mr. Chi has confirmed that he does not have any disagreement with the Board and there are no matters relating to his resignation that need to be brought to the attention of the shareholders of the Company.

- (2) Mr. Xue Qiushi (“**Mr. Xue**”) was appointed as (i) an executive Director; and (ii) the Chief Executive Officer. The biographical details of Mr. Xue are set out below:

Mr. Xue, aged 28, is a co-founder and a director of Apperience Corporation (a non-wholly owned subsidiary of the Company) and has served as its director and president since March 2011. Prior to the founding of Apperience Corporation and its subsidiaries in 2011, Mr. Xue served as the president of 成都奧畢信息技術有限公司 (Chengdu AOBI Information Technology Co., Ltd.) from November 2008 to March 2011, where he was responsible for its business operations and research and development. Mr. Xue received his bachelor’s degree in computer science and technology from the University of Electronic Science and Technology of China (電子科技大學) in July 2007.

In accordance with the letter of appointment made between Mr. Xue and the Company, Mr. Xue has been appointed for a term of three years commencing from 5 July 2013 to 4 July 2016 and is subject to retirement by rotation and re-election and other related provisions as stipulated in the articles of association of the Company. Mr. Xue’s remuneration is to be determined later by the Board with reference to his duties and responsibilities within the Group, the Group’s performance and the prevailing market condition.

As at the date of this announcement, save as disclosed above, Mr. Xue has not held any other major appointment and qualifications or directorship in other listed company in the last three years, nor does he have any relationship with any Director, senior management, substantial or controlling shareholders (having the meaning ascribed to it in the Rules (“**GEM Listing Rules**”) Governing the Listing of Securities on the Growth Enterprise Market (“**GEM**”) of The Stock Exchange of Hong Kong Limited (“**Stock Exchange**”)) of the Company. Other than being the Director and the Chief Executive Officer as disclosed above and the directors of Apperience Corporation, Imidea Limited, Both Talent International Limited and IObit Limited, all being subsidiaries of the Company, Mr. Xue does not hold other positions with the Company or other members of the Company.

As at the date of this announcement, Mr. Xue was deemed to be interested in 1,421,059,131 shares (“**Shares**”) of the Company/underlying Shares in the capacity as interest in his controlled corporation and was deemed into be interested in 3,106,584,380 Shares/underlying Shares in accordance with sections 317 and 318 of the Securities and Futures Ordinance (“**SFO**”) (Chapter 571 of the Laws of Hong Kong). Among these 4,527,643,511 Shares/underlying Shares, 3,935,050,920 of which were underlying Shares. Mr. Xue was also deemed to be interested in 3,882,391 shares in Apperience Corporation through his controlled corporation. Save as disclosed above, Mr. Xue was not interested in any other Shares of the Company within the meaning of Part XV of the SFO as at the date of this announcement.

Save as disclosed above, there is no further information to be disclosed pursuant to the requirements of Rule 17.50(2)(h) to (v) of the GEM Listing Rules and there are no other matters relating to the appointment of Mr. Xue that need to be brought to the attention of the shareholders of the Company.

The Board would like to express its warmest welcome to Mr. Xue in joining the Company.

By Order of the Board of
M Dream Inworld Limited
Chi Chi Hung, Kenneth
Chairman

Hong Kong, 5 July 2013

As at the date of this announcement, the Board consists of Mr. Chi Chi Hung, Kenneth and Mr. Xue Qiushi being the Executive Directors, and Mr. Billy B Ray Tam, Mr. Yu Pak Yan, Peter and Ms. Chan Hoi Ling being the Independent Non-executive Directors.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the “Latest Company Announcements” page of the GEM website at www.hkgem.com for at least 7 days from the date of its publication and on the website of the Company.