

[For Immediate Release]

## **NetDragon Expands Globally with the Completion of Promethean Acquisition**

[November 3, 2015, Hong Kong] NetDragon Websoft Inc. (“NetDragon” or “the Company”) (Hong Kong Stock Code: 777), a leading developer and operator of online games and mobile internet platforms in China, today announced that it has completed the acquisition of a 100% stake in Promethean, a London-listed world leader in the rapidly growing global interactive learning technologies market, for a total consideration of US\$130 million (equivalent to approximately HK\$1 billion).

The acquisition of Promethean is a testament to NetDragon’s on-going commitment to investing in lifetime learning that brings together technology and big data in a way that improves the overall user experience for all learners around the world.

Promethean is a global leader in internet learning technology and is one of the few interactive learning companies that has a combined hardware and software solution which includes its flagship interactive whiteboards ActivBoards, and software ClassFlow. Promethean has established itself as one of the leading brands in the international education market with its products currently used in over 100 countries and in 1.3 million classrooms globally. With two million teachers and over 30 million students using its platform, Promethean will provide NetDragon with a strong brand, global sales and marketing channels and enormous business potential.

Mr. Simon Leung, Vice Chairman and Executive Director of NetDragon, commented, “We are truly excited by the technological synergies and market access opportunities that will be created through this acquisition. We believe the combined entity will continue to create value for our shareholders, and more importantly, will have a transformational impact on how people learn around the world.”

Mr. Jim Marshall, Chief Executive Officer of Promethean commented, “We are extremely excited to join the NetDragon family, where we will be able to continue our mission of empowering students and teachers by encouraging

them to engage, interact and collaborate. We started building interactive whiteboards over 15 years ago, and have since brought together teachers and students in over 1.3 million classrooms around the world. We look forward to working with NetDragon in expanding our presence in more schools.”

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**About NetDragon Websoft Inc.**

**NetDragon Websoft Inc.** (HKSE: 777) is a leading innovator and creative force in China's mobile Internet industry. Established in 1999, NetDragon is a vertically integrated, cutting-edge R&D powerhouse with a highly successful track record which includes the development of flagship MMORPGs such as Eudemons Online and Conquer Online, China's number one online gaming portal, 17173.com, and China's most influential smartphone app distribution platform, 91 Wireless, which was sold to Baidu in 2013 for US\$1.9 billion in what was at the time the largest Internet M&A transaction in China. Being China's pioneer in overseas expansion, NetDragon also directly operates a number of game titles in over 10 languages internationally since 2003. In recent years, NetDragon has become a major player in China's online and mobile learning space as it works to leverage its mobile Internet technologies and operational know-how to develop a game-changing learning ecosystem.

For investor enquiries, please contact:

**NetDragon Websoft Inc.**

Ms. Maggie Zhou

Senior Director of Investor Relations

Tel : +852 2850 7266 / +86 591 8754 3120

Email : maggie@nd.com.cn; ndir@nd.com.cn

Website : www.nd.com.cn/ir