



## **NetDragon and ARHT Media showcase first live interaction with HumaGram™ in Hong Kong**

***Launch of the world's largest AR/VR Learning event featuring Tony Robbins  
Partnership with tinePublic to build world class events featuring global celebrities***

Hong Kong, June 24, 2016 – NetDragon Websoft Holdings Limited (“NetDragon” or the “Company”) (Hong Kong Stock Code: 777), a global leader in building Internet communities, and ARHT Media Inc. (“ARHT”) (TSX.V: ART), the creator of the most believable and interactive human holograms (“HumaGram™” or “HumaGrams™”), are pleased to showcase today for the first time in Hong Kong the revolutionary new augmented reality technology live on stage at the Hong Kong Science and Technology Park. Joining on stage was Larry King, adviser to the ARHT Board and television and radio host, as a HumaGram™ beamed from Los Angeles for a live interaction with the audience, which included the founders of ARHT, singer songwriter Paul Anka and Rene Bharti.

NetDragon is a major shareholder in ARHT and together have a joint venture in Asia that includes a multi-year exclusive license of ARHT’s technology as well as a license of NetDragon’s mobile-focused community, instant messaging and app store technologies. NetDragon will unlock a network of opportunities for the use of HumaGrams™, and its supporting technologies to millions of people in China, India and other countries in the Asia Pacific region. On stage today, NetDragon and ARHT were delighted to announce two exciting new developments in line with NetDragon’s strategy to become the world’s largest learning community:

- Tony Robbins, the world’s premier success coach and first live HumaGram™ to traverse the planet last year in partnership with Success Global Media Limited, is back to feature in the world’s largest Augmented and Virtual Reality learning event later this year. Tony will be beamed live into multiple locations throughout the world as a HumaGram™ doing what he does best – educating, inspiring, motivating and interacting with his audience – while simultaneously being broadcast through a global network in Virtual Reality.
- tinePublic Inc., a world leading production company, is partnering with NetDragon and ARHT to develop world class events featuring global celebrities for beaming as HumaGrams™ around the world for live learning events. tinePublic Inc., is a global leader in creating and developing speaker series and has worked with leading figures like Oprah Winfrey, President George W. Bush, Al Gore, Kofi Annan, General Colin Powell, Prime Minister Tony Blair, Governor Arnold Schwarzenegger, President Nicolas Sarkozy and Dr. Alan Greenspan, to name a few.

Commenting at the event:

Dr. Simon Leung, Vice Chairman and Executive Director of NetDragon, said, “We are proud to showcase HumaGrams™ for the first time in Hong Kong and how the partnership between NetDragon and ARHT is starting to bear fruit. We are excited to attract a leading production house like tinePublic to work with us and provide an amazing array of speaker series to complement ARHT’s holographic technology, and NetDragon’s global community platform. Together, we can create celebrity learning events around the world which may have been previously impossible.”

Paul Duffy, CEO of ARHT, said, “We are delighted to collaborate with Tony Robbins and Success Global Media again and featuring him in the world’s largest Augmented and Virtual Reality learning event later this year. We can do this because we make our HumaGram™ technology affordable and accessible. And through NetDragon’s platform, it’s one of those technologies that will help bring the world closer together.”



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### **About NetDragon Websoft Holdings Limited**

NetDragon Websoft Holdings Limited (HKSE: 0777) is a global leader in building Internet communities. 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 store platform, 91 Wireless, which was sold to Baidu in 2013 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 emerged as a major player in the global 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 more information, please visit [www.netdragon.com](http://www.netdragon.com).

### **About ARHT Media**

ARHT Media Inc. creates HumaGrams™, the most believable and interactive human holograms. HumaGrams™ are generated using patent-pending Augmented Reality Holographic Technology (ARHT™), which is a scalable, repeatable and transportable form of 3D without the use of special glasses. This unique platform makes it possible for people to engage with HumaGrams™, opening up a wide range of applications from interactive retail displays, tradeshow booths, presentations, live shows and concerts. The various applications can be integrated into multiple forms of proximity and mobile marketing tactics to connect with an audience, drive sales efforts and create memorable experiences.

ARHT Media Inc. was co-founded in 2012, by Rene Bharti (Chairman), and entertainer Paul Anka (Chairman, Board of Advisors). ARHT is supported by a diverse and seasoned management team spearheaded by its CEO Paul Duffy, a global entrepreneur and creator of the Digital Human Experience in online, mobile and holographic communications. The ARHT team brings decades of experience from fields including entertainment, technology, marketing and finance. The Board of Advisors of ARHT include the likes of Larry King, Jason Bateman, Richard "Skip" Bronson, Michael Bubl , Carlos Slim, Irving Azoff, Dr. Simon Leung and Kevin O'Leary. ARHT Media trades under the symbol ART on the Toronto Venture Stock Exchange. For more information, please visit [www.arhtmedia.com](http://www.arhtmedia.com) or contact the investor relations group at [info@arhtmedia.com](mailto:info@arhtmedia.com).