NetDragon's cherrypicks™ wins contract with Hong Kong International Airport

- Leveraging innovative and commercially proven starbeacon™ solution –

cherrypicks

starbeacon: World-class presence detection infrastructure entering the Hong Kong International Airport

(HONG KONG – October 17, 2016) – NetDragon Websoft Holdings Limited ("NetDragon" or the "Company"; Hong Kong Stock Code: 777), a global leader in building online communities, is pleased to announce that cherrypicks™, a global mobile and O2O (online-to-offline) technology innovator and wholly owned subsidiary of the Company, has signed a contract with Hong Kong International Airport ("HKIA") to provide mobile indoor navigation services for passengers. The innovation and technology, effectiveness and past achievements won the tender from over a dozen global and local solution providers.

Leveraging cherrypicks™ innovative and commercially proven starbeacon™ solution, which comprises of starbeacon™ hardware, Software Development Kit (SDK) and Cloud-based backend consoles, the Company is proud to work with HKIA to provide the indoor way-finding services to over 65 million travellers passing through the airport each year.

Travellers can search and choose their destination within the airport such as check-in counters or boarding gates. The best route will be provided to them via an indoor map on their mobile device. The solution includes destination alerts and re-routing intelligence if the user strays from the path.

Augmented reality (AR) mode turn-by-turn navigation enables travellers to follow directional arrows through an AR camera view to guide them to their destinations. The mode supports 2D map, perspective map and AR map. All above functions can still be available in case of loss of data connection.

Airport signage can be translated into the travellers' designated language through cherrypicks™' proprietary AR technologies when the camera phone is held to the signage.

starbeacon™ is the Company's proprietary Presence Detection & Indoor Positioning (PDID) solution and will utilize over 10,000 base stations across the airport. The system is adaptable and allows HKIA to manage and update the floor plan accordingly, and provide behavioural data to further enhance traveller experience in the airport. The solution is also applicable to airport retail shops and restaurants.

Dr. Simon Leung, Vice Chairman and Executive Director of NetDragon, said, "We are extremely proud to work with Hong Kong International Airport on this pioneering project. Our innovative, reliable and commercially viable technology will enable the airport to be the first in the world to utilize the starbeacon™ solution and provide a best-in-class passenger experience and further enhance its status as one of the world's leading airports. Beyond airports, we also see opportunities for this leading technology in large space venues. The starbeacon™ solution is highly scalable with great market potential in China and around the world."

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 (NASDAQ:BIDU) in 2013 as the largest Internet M&A transaction in China at the time. 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 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 NetDragon.com.

About cherrypicks™

Established in 2000, cherrypicks™ is a home-grown technology startup headquartered in Hong Kong and is a wholly owned subsidiary of NetDragon. It is a regional Mobile Technology and Mobile eCommerce leader specializing in building shopping loyalty communities, SHOPPO, and applying leading-edge technologies in Augmented Reality and Proximity Detection and Indoor Positioning. The company has developed popular Online-to-Offline (O2O) mobile platforms such as SHOPPO and iButterfly. NetDragon's "VR +" strategy was carried out through the acquisition of cherrypicks™, which brought a range of augmented reality technologies to the Company, directly supporting NetDragon's business verticals, in particular Elernity. In addition, cherrypicks™ starbeacon™ technology will further unlock the unlimited potential of the company's businesses.

NetDragon Press Contact
Joseph Lo   +852 9850 5033
Karin Wong   +852 9755 6265
Netdragon@brunswickgroup.com

NetDragon Investor Contact
Maggie Zhou
maggie@nd.com.cn +852 2850 7266 / +86 591 8754 3120