

**【Press release】 For immediate release**



**Tian Ge Interactive Holdings Limited**  
天鸽互动控股有限公司  
(Stock code: 01980)

**TIAN GE AND MSCl SIGNED STRATEGIC INVESTMENT AND COOPERATION AGREEMENT  
TO ENTER INTO JAPAN LIVE SOCIAL VIDEO COMMUNITY MARKET**

**Hong Kong/ Hangzhou, China, May 26, 2015** - Tian Ge Interactive Holdings Limited (Tian Ge, 1980.HK, TGRVY.US), the largest “many-to-many” live social communities platform in China, announced signing a strategic investment and cooperation agreement with MS Capital Inc. (MSCI) and formed “Tian Ge Japan”, a joint venture company (JV Company), to provide live social entertainment platform for Japan users.

Tian Ge Japan will leverage on the Group’s live social expertise, technologies and proven business model, as well as MSCI’s extensive Japanese celebrity network to establish a new and popular live social community in Japan. Tian Ge Japan will introduce new and innovative live social communities to Japan, leveraging our technology that develops strong community network effects with virtual items and socialization. Japan has a well-established KTV industry with enormous market size and MSCI has a strong network of popular entertainers, on-the-ground execution team, and a proven understanding of the local market, user behaviors and spending patterns.

Mr. Mike Fu, Chairman, Executive Director and Chief Executive Officer of Tian Ge commented, “We’re very excited about the strategic corporation with MSCI. Japan's live social video market continues to grow rapidly, which give us strong confidence in Tian Ge Japan. Looking ahead, we will also consider expanding into other Asian regions to further strengthen our market position in the real time live social video industry.”

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## **About Tian Ge**

Tian Ge (1980.HK, TGRVY.US) is one of the largest live social online video community platforms in China. The Company was founded in Hangzhou, China in 2008 and went public on the main board of the stock exchange of Hong Kong in July 2014. It currently operate eight “many-to-many” live social video communities on both mobile and PC, including 9158 and Sina Show, the two largest communities; and one “one-to-many” community, Sina Showcase.

Our communities offer diverse selection of user-generated content in the live social online video community industry. Through our “many-to-many” ecosystem where multiple users can simultaneously stream to other viewers in the same real-time video room, Tian Ge enables users to interact, socialize, share interest, send virtual items & gifts, and encourages our users to showcase their talents or knowledge for open and public exposure. Recently, we expanded our ecosystem to the online-to-offline (O2O) karaoke, live social mobile & PC games and emerging healthcare mobile application.

**For more information, please visit [www.tiange.com](http://www.tiange.com)**

**To visit our communities:**

**9158:** [www.9158.com](http://www.9158.com); **Sina Show:** <http://show.sina.com.cn/>; **Sina Showcase:** <http://ok.sina.com.cn/>

## **About MS Capital, Inc.**

Headquarter of MS Capital, Inc is based in Tokyo and has established an office in Shanghai. MSCI has a strong background in the Japanese capital market and have strong network from the range of young entrepreneur to traditional listed companies. MSCI leads Japanese companies to expand into the global markets by the range of investment, merge and acquisition, joint venture and listing activities, as well as to help overseas companies and funds to be rewarded in the Japanese market.

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