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SHUN CHEONG HOLDINGS LIMITED

(Incorporated in Bermuda with limited liability)

(stock code: 650)

UNUSUAL PRICE AND TRADING VOLUME MOVEMENT

This statement is made at the request of The Stock Exchange of Hong Kong Limited.

We have noted the increases in the price and trading volume of the shares of the Company today and wish to state that we are not aware of any reasons for such increases.

Save as disclosed in the announcement made by the Company on 31 October 2007 in relation to the entering into of a subscription agreement by the Company and the issue of a convertible bond in an aggregate principal amount of HK\$120,000,000 with a term of 5 years, we confirm that there are no negotiations or agreements relating to intended acquisitions or realizations which are discloseable under rule 13.23, neither is the Board aware of any matter discloseable under the general obligation imposed by rule 13.09, which is or may be of a price-sensitive nature.

Made by the order of Shun Cheong Holdings Limited, the Board of the directors of which individually and jointly accept responsibility for the accuracy of this statement.

At the date of this announcement, the Board comprises of four directors, of whom two are executive directors, namely Ms. Cao Jing (Executive Chairman) and Mr. Mo Tianquan; and two are independent non-executive directors, namely Professor Ye Jianping and Mr. Zhang Shaohua.

By order of the Board
Shun Cheong Holdings Limited
Poon Yan Wai
Company Secretary

Hong Kong, 3 December 2007