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SHUN CHEONG HOLDINGS LIMITED

順昌集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 650)

ANNOUNCEMENT OF INTERIM RESULTS FOR THE SIX MONTHS ENDED 30 SEPTEMBER 2012

The Board of Directors (the “Board”) of Shun Cheong Holdings Limited (the “Company”) is pleased to announce the unaudited interim results of the Company and its subsidiaries (collectively the “Group”) for the six months ended 30 September 2012. The interim results of the Group are unaudited but have been reviewed by the audit committee of the Company (the “Audit Committee”).

CONDENSED CONSOLIDATED INCOME STATEMENT

| | | Six months ended 30 September | |
|---|-------|----------------------------------|-----------------|
| | | 2012 | 2011 |
| | | (Unaudited) | (Unaudited) |
| | Notes | HK\$'000 | HK\$'000 |
| REVENUE | 4 | 84,453 | 76,082 |
| Cost of sales | | <u>(47,848)</u> | <u>(39,049)</u> |
| Gross profit | | 36,605 | 37,033 |
| Other income | 4 | 1,327 | 891 |
| Administrative expenses | | (16,122) | (19,307) |
| Fair value loss on equity investment at fair value through profit or loss | | (511) | — |
| Finance costs | 5 | (15,290) | (14,090) |
| Share of loss of a jointly-controlled entity | | (33) | — |
| PROFIT BEFORE TAX | 6 | 5,976 | 4,527 |
| Income tax expense | 7 | (3,091) | (2,873) |
| PROFIT FOR THE PERIOD | | 2,885 | 1,654 |
| Attributable to: | | | |
| Owners of the Company | | 2,920 | 1,654 |
| Non-controlling interests | | (35) | — |
| | | 2,885 | 1,654 |
| EARNINGS PER SHARE ATTRIBUTABLE TO OWNERS OF THE COMPANY | 8 | | |
| Basic and diluted | | 0.84 cent | 0.48 cent |

* For identification purposes only

CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

| | Six months ended | |
|---|---------------------|--------------|
| | 30 September | |
| | 2012 | 2011 |
| | (Unaudited) | (Unaudited) |
| | HK\$'000 | HK\$'000 |
| PROFIT FOR THE PERIOD | 2,885 | 1,654 |
| OTHER COMPREHENSIVE INCOME | | |
| Exchange differences on translation of foreign operations | <u>54</u> | <u>7,879</u> |
| TOTAL COMPREHENSIVE INCOME FOR THE PERIOD | <u>2,939</u> | <u>9,533</u> |
| Attributable to: | | |
| Owners of the Company | 2,974 | 9,533 |
| Non-controlling interests | <u>(35)</u> | <u>—</u> |
| | <u>2,939</u> | <u>9,533</u> |

CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

| | | As at 30 September 2012 (Unaudited) <i>HK\$'000</i> | As at 31 March 2012 (Audited) <i>HK\$'000</i> |
|--|--------------|---|---|
| | <i>Notes</i> | | |
| NON-CURRENT ASSETS | | | |
| Property, plant and equipment | | 482,088 | 494,772 |
| Investment in a jointly-controlled entity | | 98,367 | 98,400 |
| | | <hr/> | <hr/> |
| Total non-current assets | | 580,455 | 593,172 |
| | | <hr/> | <hr/> |
| CURRENT ASSETS | | | |
| Inventories | | 4,280 | 4,551 |
| Trade receivables | 9 | 25,437 | 22,526 |
| Prepayments, deposits and other receivables | | 14,855 | 10,700 |
| Equity investment at fair value through profit or loss | | 3,013 | 3,524 |
| Cash and cash equivalents | | 57,579 | 63,972 |
| | | <hr/> | <hr/> |
| Total current assets | | 105,164 | 105,273 |
| | | <hr/> | <hr/> |
| CURRENT LIABILITIES | | | |
| Trade payables | 10 | 10,675 | 11,903 |
| Other payables, accruals and deposits | | 47,416 | 50,358 |
| Due to related companies | | 795 | 20,812 |
| Tax payable | | 8,345 | 5,254 |
| Convertible bonds | 11 | 114,482 | 109,316 |
| Interest-bearing bank borrowing — current portion | | 38,745 | 38,745 |
| | | <hr/> | <hr/> |
| Total current liabilities | | 220,458 | 236,388 |
| | | <hr/> | <hr/> |
| NET CURRENT LIABILITIES | | (115,294) | (131,115) |
| | | <hr/> | <hr/> |
| TOTAL ASSETS LESS CURRENT LIABILITIES | | 465,161 | 462,057 |
| | | <hr/> | <hr/> |
| NON-CURRENT LIABILITIES | | | |
| Due to related companies | | 10,400 | 10,235 |
| Interest-bearing bank borrowing | | 233,085 | 233,085 |
| | | <hr/> | <hr/> |
| Total non-current liabilities | | 243,485 | 243,320 |
| | | <hr/> | <hr/> |
| Net assets | | 221,676 | 218,737 |
| | | <hr/> <hr/> | <hr/> <hr/> |

| | As at 30 September 2012 (Unaudited) HK\$'000 | As at 31 March 2012 (Audited) HK\$'000 |
|---|---|--|
| EQUITY | | |
| Equity attributable to owners of the Company | | |
| Issued capital | 3,473 | 3,473 |
| Equity component of convertible bonds | 43,272 | 43,272 |
| Reserves | 165,857 | 162,883 |
| | 212,602 | 209,628 |
| Non-controlling interests | 9,074 | 9,109 |
| Total equity | 221,676 | 218,737 |

Notes:

1.1 BASIS OF PRESENTATION

As at 30 September 2012, the Group recorded net current liabilities of HK\$115,294,000, which included convertible bonds (the “Bonds”) of HK\$114,482,000 and current portion of interest-bearing bank borrowing of HK\$38,745,000. In view of such circumstance, the directors of the Company have given consideration to the future liquidity and performance of the Group and its available sources of finance in assessing whether the Group will have sufficient financial resources to continue as a going concern.

The unaudited condensed consolidated interim financial information has been prepared on a going concern basis. In the opinion of the directors of the Company, the Group should be able to continue as a going concern in the coming year taking into consideration of the following:

- (1) Pursuant to the terms of the Bonds, the holder of the Bonds, Tanisca Investments Limited (“Tanisca”), which is a company wholly owned by Mr. Mo Tianquan (“Mr. Mo”), a substantial shareholder holding 60.39% issued shares of the Company at 30 September 2012, may redeem the Bonds prior to maturity under certain circumstances. Upon maturity of the Bonds on 28 March 2013, the Bonds are mandatorily convertible into ordinary shares of the Company. Further details on the terms of the Bonds are set out in note 11 to this interim results announcement. The Company received written confirmation from Tanisca that it will not redeem any portion of the Bonds during the remainder of the Bond term in any circumstance.
- (2) Management has formulated and implemented cost saving measures to improve the performance and the cash flows of the Group’s operations.

Based on the aforesaid factors, the directors of the Company are satisfied that the Group will have sufficient financial resources to meet its financial liabilities as they fall due for the foreseeable future. Accordingly, the unaudited condensed consolidated interim financial information has been prepared on a going concern basis.

Should the Group be unable to operate as a going concern, adjustments would have to be made to write down the value of assets to their recoverable amounts and to provide for any further liabilities which might arise. The effect of these adjustments has not been reflected in the unaudited condensed consolidated interim financial information.

1.2 BASIS OF PREPARATION

The unaudited condensed consolidated interim financial information for the six months ended 30 September 2012 have been prepared in accordance with the disclosure requirements set out in Appendix 16 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”) and the Hong Kong Accounting Standard (“HKAS”) 34 “Interim Financial Reporting” issued by the Hong Kong Institute of Certified Public Accountants (“HKICPA”).

The unaudited condensed consolidated interim financial information does not include all the information and disclosures required in the annual financial statements, and should be read in conjunction with the Group’s annual financial statements for the year ended 31 March 2012.

2. ACCOUNTING POLICIES

The accounting policies and basis of preparation adopted in the preparation of the unaudited condensed consolidated interim financial information are consistent with those followed in the preparation of the Group’s financial statements for the year ended 31 March 2012, except for the adoption of the new and revised Hong Kong Financial Reporting Standards (“HKFRSs”) (which include all Hong Kong Financial Reporting Standards, HKASs and Interpretations) issued by the HKICPA, accounting principles generally accepted in Hong Kong, that affect the Group and are adopted for the first time for the current period’s financial information.

| | |
|--------------------|--|
| HKFRS 1 Amendments | Amendments to HKFRS 1 <i>First-time Adoption of Hong Kong Financial Reporting Standards — Severe Hyperinflation and Removal of Fixed Dates for First-time Adopters</i> |
| HKFRS 7 Amendments | Amendments to HKFRS 7 <i>Financial Instruments: Disclosures — Transfers of Financial Assets</i> |
| HKAS 12 Amendments | Amendments to HKAS 12 <i>Income Taxes — Deferred Tax: Recovery of Underlying Assets</i> |

The adoption of the new and revised HKFRSs has had no significant financial effect on the unaudited condensed consolidated interim financial information.

3. OPERATING SEGMENT INFORMATION

For management purposes, the Group is organised into business units based on their products and services and has two reportable operating segments as follows:

- (a) the hotel business consists of the hotel and restaurant operations in the People’s Republic of China (the “PRC”); and
- (b) the corporate and others segment consists of corporate income and expense items.

Management monitors the results of the Group’s operating segments separately for the purpose of making decisions about resources allocation and performance assessment. Segment performance is evaluated based on reportable segment results, which is a measure of adjusted profit before tax. The adjusted profit before tax is measured consistently with the Group’s profit before tax except that finance costs are excluded from such measurement.

Intersegment sales and transfers, if any, are transacted with reference to the selling prices used for sales made to third parties at the then prevailing market prices.

Segment results:

| | For the six months ended 30 September | | | | | |
|-----------------------------|---------------------------------------|------------------|---------------------------------|------------------|---------------------------------|------------------|
| | Hotel business | | Corporate and others | | Total | |
| | 2012 (Unaudited) HK\$’000 | 2011 HK\$’000 | 2012 (Unaudited) HK\$’000 | 2011 HK\$’000 | 2012 (Unaudited) HK\$’000 | 2011 HK\$’000 |
| Segment revenue: | | | | | | |
| Sales to external customers | 84,453 | 76,082 | — | — | 84,453 | 76,082 |
| Other revenue | 1,326 | 890 | 1 | 1 | 1,327 | 891 |
| Revenue | <u>85,779</u> | <u>76,972</u> | <u>1</u> | <u>1</u> | <u>85,780</u> | <u>76,973</u> |
| Segment results | <u>23,860</u> | <u>20,622</u> | <u>(2,594)</u> | <u>(2,005)</u> | <u>21,266</u> | <u>18,617</u> |
| <i>Reconciliation</i> | | | | | | |
| Finance costs | | | | | <u>(15,290)</u> | <u>(14,090)</u> |
| Profit before tax | | | | | <u>5,976</u> | <u>4,527</u> |

4. REVENUE AND OTHER INCOME

Revenue, which is also the Group's turnover, represents the income from hotel and restaurant operations during the reporting period.

An analysis of the Group's other income is as follows:

| | Six months ended 30 September | |
|----------------------|----------------------------------|---------------------------------|
| | 2012 (Unaudited) HK\$'000 | 2011 (Unaudited) HK\$'000 |
| Bank interest income | 142 | 275 |
| Others | 1,185 | 616 |
| | <u>1,327</u> | <u>891</u> |

5. FINANCE COSTS

An analysis of finance costs is as follows:

| | Six months ended 30 September | |
|--|----------------------------------|---------------------------------|
| | 2012 (Unaudited) HK\$'000 | 2011 (Unaudited) HK\$'000 |
| Interest on bank loans wholly repayable within five years | 9,359 | 8,827 |
| Interest on convertible bonds | 5,766 | 5,263 |
| Imputed interest expense on non-current interest-free loans from related companies | 165 | — |
| | <u>15,290</u> | <u>14,090</u> |

6. PROFIT BEFORE TAX

The Group's profit before tax is arrived at after charging:

| | Six months ended 30 September | |
|---|----------------------------------|---------------------------------|
| | 2012 (Unaudited) HK\$'000 | 2011 (Unaudited) HK\$'000 |
| Cost of services provided | 47,848 | 39,049 |
| Depreciation* | 14,285 | 15,341 |
| Minimum lease payments under operating leases in respect of land and buildings | 183 | 165 |
| Employee benefit expense (including directors' remuneration)# | 10,625 | 8,660 |
| | <u>72,941</u> | <u>63,215</u> |

* This item is included in "cost of sales" in the condensed consolidated income statement.

Amount of HK\$7,371,000 (2011: HK\$5,252,000) is included in "cost of sales" in the condensed consolidated income statement.

7. INCOME TAX

The Company is exempt from tax in Bermuda until 2016. No provision for Hong Kong profits tax has been made as the Group did not generate any assessable profits arising in Hong Kong during the period (2011: Nil). The tax charge on profits assessable elsewhere was HK\$3,091,000 for the period (2011: HK\$2,873,000), which has been calculated at the rates of tax prevailing in the jurisdictions in which the Group operates.

8. EARNINGS PER SHARE ATTRIBUTABLE TO OWNERS OF THE COMPANY

The calculation of basic earnings per share amount is based on the profit for the period attributable to owners of the Company, and the weighted average number of ordinary shares of 347,326,000 (2011: 347,326,000) in issue during the period.

The calculation of diluted earnings per share amount is based on the profit for the period attributable to owners of the Company, adjusted to reflect the interest on the convertible bonds, where applicable (see below). The weighted average number of ordinary shares used in the calculation is the number of ordinary shares in issue during the period, as used in the basic earnings per share calculation, and the weighted average number of ordinary shares assumed to have been issued at no consideration on the deemed exercise or conversion of all dilutive potential ordinary shares into ordinary shares.

No adjustment has been made to the basic earnings per share amount presented for the periods ended 30 September 2012 and 2011 in respect of a dilution as the impact of the convertible bonds outstanding had an anti-dilutive effect on the basic earnings per share amount presented.

The calculations of basic and diluted earnings per share are based on:

| | Six months ended | |
|---|-------------------------|--------------------|
| | 30 September | |
| | 2012 | 2011 |
| | (Unaudited) | (Unaudited) |
| | HK\$'000 | HK\$'000 |
| Earnings | | |
| Profit attributable to owners of the Company, used in the basic earnings per share calculation | 2,920 | 1,654 |
| Interest on convertible bonds | 5,766 | 5,263 |
| | <hr/> | <hr/> |
| Profit attributable to owners of the Company before interest on convertible bonds | 8,686* | 6,917* |
| | <hr/> <hr/> | <hr/> <hr/> |
| | Number of shares | |
| | 2012 | 2011 |
| Shares | | |
| Weighted average number of ordinary shares in issue during the period used in the basic earnings per share calculation | 347,326,000 | 347,326,000 |
| Effect of dilution of the convertible bonds on the weighted average number of ordinary shares | 324,763,193 | 324,763,193 |
| | <hr/> | <hr/> |
| | 672,089,193* | 672,089,193* |
| | <hr/> <hr/> | <hr/> <hr/> |

* Because the diluted earnings per share amount increases when taking the convertible bonds into account, the convertible bonds had an anti-dilutive effect on the basic earnings per share for the periods and were ignored in the calculation of diluted earnings per share. Therefore, diluted earnings per share amount is based on the profit for the period attributable to owners of the Company of HK\$2,920,000 (2011: HK\$1,654,000) and the weighted average number of ordinary shares of 347,326,000 (2011: 347,326,000) in issue during the period.

9. TRADE RECEIVABLES

| | As at 30 September 2012 (Unaudited) HK\$'000 | As at 31 March 2012 (Audited) HK\$'000 |
|-------------------|--|--|
| Trade receivables | 26,245 | 23,334 |
| Impairment | (808) | (808) |
| | <u>25,437</u> | <u>22,526</u> |

The Group grants to its trade customers credit periods which normally range from cash on delivery of services to 60 days. A longer credit period is granted to a few customers with long business relationship with the Group and with strong financial positions. The Group seeks to maintain strict control over its outstanding receivables to minimise credit risk. Overdue balances are reviewed regularly by senior management. In view of the aforementioned and the fact that the Group's trade receivables relate to a large number of diversified customers, there is no significant concentration of credit risk. Trade receivables are non-interest-bearing.

An aged analysis of the trade receivables as at 30 September 2012, based on the invoice date and net of impairment of trade receivables, is as follows:

| | As at 30 September 2012 (Unaudited) HK\$'000 | As at 31 March 2012 (Audited) HK\$'000 |
|---------------|--|--|
| 0 to 30 days | 8,936 | 6,350 |
| 31 to 60 days | 1,586 | 1,625 |
| 61 to 90 days | 723 | 1,408 |
| Over 90 days | 14,192 | 13,143 |
| | <u>25,437</u> | <u>22,526</u> |

10. TRADE PAYABLES

An aged analysis of trade payables as at 30 September 2012, based on the invoice date, is as follows:

| | As at 30 September 2012 (Unaudited) HK\$'000 | As at 31 March 2012 (Audited) HK\$'000 |
|--------------------|--|--|
| Current to 30 days | 3,447 | 3,558 |
| 31 to 60 days | 2,628 | 2,282 |
| Over 60 days | 4,600 | 6,063 |
| | <u>10,675</u> | <u>11,903</u> |

11. CONVERTIBLE BONDS

On 28 March 2008, the Company issued the five-year, 1% convertible bonds with a nominal value of HK\$120,000,000 (the “Bonds”) to Tanisca. Interest is payable half yearly in arrears. The Bonds are convertible at any time from the first anniversary of the issue date to the maturity date of 28 March 2013, at the holder’s option, into 200,000,000 ordinary shares of the Company at an initial conversion price of HK\$0.6 per share, subject to adjustments in certain events. The Bonds may be redeemed at the option of the Company in whole or in part, upon written confirmation to the bondholder in accordance with the terms of the Bonds, or by the bondholder under certain circumstances. Unless previously redeemed, purchased and cancelled or converted, all the outstanding Bonds will be converted into ordinary shares of the Company on the maturity date.

On 12 June 2008, the Company, by a rights issue, allotted and issued 208,395,600 ordinary shares of HK\$0.01 each at the price HK\$0.5 per share. As a result, the conversion price of the Bonds was adjusted from HK\$0.6 per share to HK\$0.3695 per share, and the number of shares falling to be issued upon full conversion of the Bonds was adjusted from 200,000,000 to 324,763,193 shares.

The fair value of the liability component of the Bonds was estimated at the issuance date using an equivalent market interest rate for a similar bond without a conversion option. The effective interest rate of the Bonds was 10.5% per annum. The residual amount was assigned as the equity component of the Bonds and is included in shareholders’ equity.

The Bonds have been split as to the liability and equity components, as follows:

| | As at 30 September 2012 (Unaudited) HK\$’000 | As at 31 March 2012 (Audited) HK\$’000 |
|--|---|--|
| Nominal value of the Bonds issued | 120,000 | 120,000 |
| Equity component* | (43,405) | (43,405) |
| Direct transaction costs attributable to the liability component | (236) | (236) |
| Liability component at the issuance date | 76,359 | 76,359 |
| Interest expense | 43,536 | 37,770 |
| Interest paid and payable | (5,413) | (4,813) |
| Liability component at end of period | 114,482 | 109,316 |

* *The direct transaction costs attributable to the equity component of the Bonds amounted to HK\$133,000.*

INTERIM DIVIDEND

The Board does not propose the payment of an interim dividend for the six months ended 30 September 2012 (2011: Nil).

REVIEW OF OPERATION

For the period ended 30 September 2012, the Group was mainly engaged in the hotel and restaurant operations of the Guangxi Wharton International Hotel Limited* (廣西沃頓國際大酒店有限公司) (the “Nanning Hotel”) located in Guangxi Province, the PRC. During the period, the Group’s revenue from the operation of the Nanning Hotel increased by 11% to HK\$84.5 million (2011: HK\$76.1 million). The increase was mainly attributable to the higher average room rate charged to customers and the improved performance in the restaurant operation of the Nanning Hotel. During the period, the Nanning Hotel reported an average room rate of HK\$769 (2011: HK\$688) and an average occupancy rate of 65% (2011: 66%). Although the Nanning Hotel managed to improve its revenue, the operating costs for the hotel also increased. In particular, the salary and staff related costs, electricity cost and the hotel maintenance expenditure increased significantly. Due to the increases in both the revenue and operating costs, the Group has recorded a gross profit of HK\$36.6 million which is similar to last year’s level (2011: HK\$37.0 million). Attributable to the effort of the management by exercising stricter control over the Group’s expenses, the Group’s profit before tax and profit for the period have increased to HK\$6.0 million (2011: HK\$4.5 million) and HK\$2.9 million (2011: HK\$1.7 million), respectively.

In February 2012, the Group completed the transaction of the formation of Guangxi Pukai Xingye Hotel Investment Limited* (廣西普凱興業酒店投資有限公司) (the “JV Company”). The JV Company was owned by the Group as to 26.7% of its equity interest and was treated as a jointly-controlled entity of the Group. The JV Company was principally engaged in the investment in and operation of the Beihai Yintan Project No.1* (北海銀灘一號項目) (the “Yintan Project”), which is a project of one five-star hotel located in the major seashore tourism area of Beihai City, Guangxi Province, the PRC. Currently, the Yintan Project is going through the internal testing and rehearsal stage and it is expected that the business operation of the Yintan Project will formally commence by the first quarter of 2013. For the reporting period, the Group recorded a share of loss of the jointly-controlled entity of approximately HK\$33,000.

As at 30 September 2012, net asset value attributable to owners of the Company increased by 1.4%, amounting to HK\$212.6 million (as at 31 March 2012: HK\$209.6 million).

BUSINESS PROSPECT

Looking ahead, the Group will further focus on the management and development of its core business in the Nanning Hotel with the primary objectives to improve its operation efficiency and to exercise stricter control over its operating costs. Also, according to the “12th Five-Year Plan for National Economic and Social Development*” (國民經濟和社會發展第十二個五年規劃綱要) announced by the PRC government, it is the intention and policy of the government to further develop the tourism industry in the western China including Guangxi Province, where the Nanning Hotel is situated. With the strong commitment of the Group’s management,

* For identification purposes only

the continuous effort and support by the PRC government in promoting the economies of the less developed regions and the rapid development of tourism industry in the second tier cities in the PRC, the Board believes that the Nanning Hotel would contribute positively to the Group's performance in the coming years.

Besides the development of the existing core business in the Nanning Hotel, it has been the intention and strategy of the Group to further diversify and enlarge its hotel investments and portfolio. The Group will continue to explore and evaluate other potential investment opportunities which could bring long-term benefits to the Group and its shareholders. Such intention is evidenced by our investment in the Yintan Project in early 2012. With the excellent hotel quality and attractive location of the Yintan Project, the Board considers that the Yintan Project has a potential to seize the high ranking in the hotel market of Beihai City. The Board believes that the prospect of the Yintan Project will be promising and expects that it will have a positive impact on the Group's future performance.

FINANCIAL REVIEW

Liquidity and financial resources

The Group's cash and bank balances are mostly in Hong Kong dollars and Renminbi. As at 30 September 2012, the Group had unpledged cash and bank deposit balances of approximately HK\$57.6 million (31 March 2012: HK\$64.0 million). As at 30 September 2012, the Group had outstanding bank borrowings of HK\$271.8 million (31 March 2012: HK\$271.8 million). The gearing ratio of the Group which represented the total bank borrowings to the total assets was 40% (31 March 2012: 39%).

Treasury and funding policy

The assets and liabilities of the Group are mainly denominated in Hong Kong dollars and Renminbi. The Group's bank borrowing is on a floating rate at the prime lending rate of the People's Bank of China. Taking into account of the expected cash flows of the Group's operations and cash and investment in marketable securities currently in hand, the Group expects that it will have sufficient working capital for its financial liabilities as they fall due. As the main operation of the Group is in the PRC, the Group has minimal exposure to foreign exchange fluctuation in Renminbi.

Pledge of assets

As at 30 September 2012, the hotel properties held with an aggregate carrying amount of approximately HK\$290.0 million (31 March 2012: HK\$298.0 million) were mortgaged to a bank to secure banking facilities granted to the Group.

Employees and remuneration policies

The Group employed approximately 590 employees as at 30 September 2012 (31 March 2012: 520). Remuneration is determined by reference to market terms and the qualifications and experience of the staff concerned. Salaries are reviewed annually depending on individual merits. The Group also provides other benefits including retirement benefit scheme, medical insurance and educational subsidies to all eligible staff.

CORPORATE GOVERNANCE

Directors' securities transactions

The Company has adopted the Model Code for Securities Transactions by Directors of Listed Issuers (the "Model Code") as set out in Appendix 10 to the Listing Rules. On specific enquiries made, all directors of the Company have confirmed that they have complied with the required standard set out in the Model Code throughout the six months ended 30 September 2012.

Compliance with the Corporate Governance Code

In the opinion of the Board, the Company had complied with the applicable code provisions of the Corporate Governance Code (the "CG Code"), which was revised and renamed with effect from 1 April 2012, as set out in Appendix 14 to the Listing Rules during the interim period, except that:

1. CG Code provision A.4.1 stipulates that non-executive directors should be appointed for a specific term and subject to re-election. All the existing non-executive directors of the Company do not have a specific term of appointment but are subject to retirement by rotation and re-election at the Company's annual general meeting in accordance with the Bye-laws of the Company. As such, the Board considers that sufficient measures have been taken to ensure that the Company's corporate governance practices are no less exacting than those in the CG Code.
2. CG Code provision A.4.2 stipulates that every director, including those appointed for a specific term, should be subject to retirement by rotation at least once every three years. The Board will ensure the retirement of each director, other than those hold office as Executive Chairman or Managing Director, by rotation at least once every three years in order to comply with the CG Code. The Board presently considers that the continuity of office of the Executive Chairman and the Managing Director provides the Group a strong and consistent leadership and is of great importance to the smooth operations of the Group. As a result, the Board concurred that the Executive Chairman and the Managing Director need not be subject to retirement by rotation.
3. CG Code provision E.1.2 stipulates that the chairman of the Board should attend the annual general meeting of the Company. The chairman did not attend the 2012 annual general meeting due to other business engagement. Another director of the Company had chaired the 2012 annual general meeting and answered questions from the shareholders together with chairman/member/duly appointed delegate of the Audit Committee, the remuneration committee and the nomination committee of the Company. In the opinion of the directors, the Company had provided a useful, effective and convenient forum for shareholders to exchange views with the Board and with each other, and had served the same purpose as laid down by CG Code.

Audit Committee

The Audit Committee comprises three directors, all of which are independent non-executive directors, namely Mr. Palaschuk Derek Myles (Chairman), Professor Ye Jianping and Mr. Deng Wei. Regular meetings have been held by the Audit Committee since establishment and it meets at least twice each year to review and supervise the Group's financial reporting process and internal control. The Company's interim results for the six months ended 30 September 2012 have not been audited, but have been reviewed by the Audit Committee.

PURCHASE, REDEMPTION OR SALE OF LISTED SECURITIES OF THE COMPANY

During the six months ended 30 September 2012, neither the Company nor any of its subsidiaries purchased, redeemed or sold any of the Company's listed securities.

PUBLICATION OF RESULTS ANNOUNCEMENT

The results announcement is published on the website of The Stock Exchange of Hong Kong Limited at <http://www.hkex.com.hk> and the Company's website at <http://www.irasia.com/listco/hk/shuncheong>. The interim report will be despatched to the shareholders of the Company and will be published on the above websites in due course.

By Order of the Board
Shun Cheong Holdings Limited
Cao Jing
Executive Chairman

Hong Kong, 27 November 2012

As at the date hereof, the Board comprises six directors, of whom two are executive directors, namely Ms. Cao Jing (executive chairman) and Mr. Zhang Shaohua (managing director), one is non-executive director, namely Mr. Mo Tianquan, and three are independent non-executive directors, namely Prof. Ye Jianping, Mr. Palaschuk Derek Myles and Mr. Deng Wei.