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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

ADDITIONAL INFORMATION IN RELATION TO THE PROPOSED EXTENSION OF THE MATURITY DATE OF HK\$120,000,000 CONVERTIBLE BONDS DUE 2013

Reference is made to the announcement (the “**Announcement**”) of Shun Cheong Holdings Limited (the “**Company**”) dated 28 March 2013 in relation to the Deed of Amendment pursuant to which the Subscription Agreement is to be amended such that the maturity date of the Convertible Bonds will be extended for 24 months and the conversion period of the Convertible Bonds will accordingly be extended for 24 months to 28 March 2015. Terms used in this announcement shall have the same meanings as those defined in the Announcement, unless otherwise specified.

In addition to the Announcement, the Company would announce that pursuant to the Subscription Agreement, the exercise of the conversion right attached to the Convertible Bonds by the bondholders will be subject to the provisions under the Listing Rules and the Takeovers Code. In addition, the Subscription Agreement specifically states that both the Company and the Subscriber unconditionally and irrevocably undertake to ensure that no less than 25% of the Shares will be held by the public at all times in compliance with the minimum public float requirement of the Listing Rules, in particular immediately following the conversion of the Convertible Bonds.

By order of the Board
Shun Cheong Holdings Limited
Ms. Cao Jing
Executive Chairman

Hong Kong, 2 April 2013

* *For identification purpose only*

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.