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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)

DELAY IN DESPATCH OF CIRCULAR

Reference is made to the announcement (the “**Announcement**”) of Shun Cheong Holdings Limited (the “**Company**”) dated 28 March 2013 in relation to the connected transaction regarding the extension of the maturity date of the Convertible Bonds. Terms used herein shall have the same meaning as those defined in the Announcement unless defined otherwise.

As disclosed in the Announcement, a circular (the “**Circular**”) containing, among other things, details of the Convertible Bonds, the Extension, and the respective letters of advice from the independent board committee and the independent financial adviser will be despatched to the Shareholders as soon as practicable on or before 23 April 2013 in accordance with the requirement set out in the Listing Rules. However, as more time is expected to prepare and finalise the information to be contained in the Circular, the despatch date of the Circular will be postponed to a date falling on or before 30 April 2013.

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

Hong Kong, 23 April 2013

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.

* *For identification purpose only*