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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)

ELECTION OF LANGUAGE AND MEANS OF RECEIPT OF CORPORATE COMMUNICATION

The Company is making arrangements to ascertain the preferences of its Shareholders with respect to the election of language(s) and/or the means of receipt of its Corporate Communication in accordance with Rules 2.07A and 2.07B of the Listing Rules.

INTRODUCTION

In order to increase efficiency in communication with Shareholders and to contribute to environmental protection and for the purpose of saving printing and mailing costs, the Company is making arrangements to ascertain how its Shareholders wish to receive future Corporate Communications from the Company: (i) by electronic means through the Company's website at www.irasia.com/listco/hk/shuncheong; or (ii) in printed form, in English language version only, in Chinese language version only, or in both English and Chinese language versions.

PROPOSED ARRANGEMENTS

In accordance with Rules 2.07A and 2.07B of the Listing Rules, the following arrangements will be made by the Company:

1. The Company will send a letter to its Shareholders on 23 October 2013 (the “**First Letter**”) together with a reply form with a mailing label attached for posting within Hong Kong (the “**Reply Form**”), prepared in English and Chinese, to enable them to elect to receive the Company's future Corporate Communications: either (i) by electronic means through the Company's website at www.irasia.com/listco/hk/shuncheong; or (ii) in printed form, in English language version only, in Chinese language version only, or in both English and Chinese language versions.

* *For identification purpose only*

The First Letter explains that if the Company does not receive the duly completed and signed Reply Form or a response indicating an objection from the Shareholder on or before 20 November 2013 and until the Shareholder informs the Company otherwise by reasonable notice in writing to the Company's Hong Kong Share Registrar, at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong or by email at shuncheong.ecom@computershare.com.hk the Shareholder is deemed to have consented to read all future Corporate Communications published on the Company's website in place of receiving printed copies.

2. For those Shareholders who choose to receive Corporate Communication in printed form, the Company will send the selected language version(s) of the Corporate Communication to them unless and until they notify the Company's Hong Kong Share Registrar in writing or by email to shuncheong.ecom@computershare.com.hk that they wish to receive the Corporate Communication in the other (or both) language(s), or by electronic means through the Company's website.
3. For those Shareholders who choose to receive Corporate Communication by electronic means through the Company's website, or for those Shareholders who are deemed to have chosen to receive Corporate Communication by electronic means through the Company's website, the Company will send a printed notification letter of the publication of the Corporate Communication on the Company's website by post to such Shareholders at their addresses as appearing in the Company's register of members maintained by Hong Kong Share Registrar.
4. When each printed Corporate Communication is sent out by the Company in accordance with the arrangements described in paragraph 2 above, a letter (the "**Second Letter**") and a change request form (the "**Change Request Form**") with a mailing label attached for posting within Hong Kong, prepared in English and Chinese, will be attached to or printed in the relevant Corporate Communication, specifying that the Corporate Communication prepared in the other language will be available upon request, and such Shareholders may change their choice of language(s) and/or the means of receipt of the Corporate Communication by completing and returning the Change Request Form to the Company's Hong Kong Share Registrar.
5. Shareholders are also entitled at any time by reasonable notice in writing to the Company c/o Hong Kong Share Registrar to change the choice of language(s) and/or the means of receipt of Corporate Communication. Shareholders may also send such notice by email to shuncheong.ecom@computershare.com.hk. With respect to Shareholders who have chosen (or deemed to have consented) to receive Corporate Communication using electronic means but for any reason have difficulty in receiving or gaining access to the Corporate Communication, the Company will promptly upon request send the Corporate Communication to such Shareholders in printed form free of charge.
6. All Corporate Communication in both English and Chinese, and in accessible format, will be available on the Company's website at www.irasia.com/listco/hk/shuncheong. Soft copies in both languages of all such Corporate Communication will be filed with

the Stock Exchange on the same day they are dispatched to Shareholders and will be available on the website of the Stock Exchange at www.hkexnews.hk, or on such other day as required by the Stock Exchange or pursuant to the Listing Rules.

7. The Company has provided a hotline service (Tel: (852) 2973 6809) during business hours (9:00 a.m. to 6:00 p.m., Monday to Friday, excluding public holidays) to enable Shareholders to make enquiry of the Company's proposed arrangements set out above.
8. The First Letter and the Second Letter will mention that both languages of each Corporate Communication will be available on the Company's website and the hotline service has been provided as mentioned in the arrangements described in paragraphs 6 and 7 above, respectively.

DEFINITIONS

In this announcement, the following expressions have the meanings set out below unless the context requires otherwise:

“Board”	the board of Directors
“Company”	Shun Cheong Holdings Limited, an exempted company incorporated in Bermuda with limited liability and registered in Hong Kong under Part XI of the Companies Ordinance, the shares of which are listed on the Stock Exchange
“Corporate Communication”	any document(s) issued or to be issued by the Company for the information or action of holders of any of the Company's securities, including but not limited to: <ol style="list-style-type: none">(a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report;(b) the interim report and, where applicable, its summary interim report;(c) a notice of meeting;(d) a listing document;(e) a circular; and(f) a proxy form.
“Hong Kong”	Hong Kong Special Administrative Region of the People's Republic of China
“Hong Kong Share Registrar”	Computershare Hong Kong Investor Services Limited, 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong

“Listing Rules”	the Rules Governing the Listing of Securities on The Stock Exchange
“Shareholder(s)”	holder(s) of the ordinary shares in the issued share capital of the Company, with a nominal value of HK\$0.01 each
“Stock Exchange”	The Stock Exchange of Hong Kong Limited

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

23 October 2013

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