



**Shun Cheong Holdings Limited**  
**順昌集團有限公司**

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 650)**

23 October 2013

Dear Shareholder,

**Election of Language and Means of Receipt of Corporate Communication**

Pursuant to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the articles of association of Shun Cheong Holdings Limited (the “Company”), the Company will make available the following options for you to elect for receipt of future corporate communications (“Corporate Communication”) of the Company, which means any document(s) issued or to be issued by the Company for the information or action of holders of its securities, including but not limited to (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, in the following manners:

- (1) to read all future Corporate Communication published on the Company’s website at [www.irasia.com/listco/hk/shuncheong](http://www.irasia.com/listco/hk/shuncheong) (“Website Version”) in place of receiving printed copies, and receive a printed notification letter of the publication of the Corporate Communication on the Company’s website; or
- (2) to receive the printed English version of all future Corporate Communication only; or
- (3) to receive the printed Chinese version of all future Corporate Communication only; or
- (4) to receive both the printed English and Chinese versions of all future Corporate Communication.

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 recommends you to select the Website Version. To make your election, please mark **(X)** in the appropriate box on the enclosed reply form and sign and return it by post or by hand to the Company c/o the Company’s share registrar in Hong Kong (the “Hong Kong Share Registrar”), Computershare Hong Kong Investor Services Limited, at 17M Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong. If you post your reply in Hong Kong, you may use the mailing label in the reply form and need not affix a stamp on the envelope when returning your reply form. Otherwise, please affix an appropriate stamp.

**If the Company does not receive the duly completed and signed reply form or receive a response indicating the objection from you on or before 20 November 2013 and until you inform the Company c/o the Hong Kong Share Registrar by reasonable notice in writing or by email to [shuncheong.ecom@computershare.com.hk](mailto:shuncheong.ecom@computershare.com.hk), you are deemed to have consented to read the Website Version in place of receiving printed copies, a printed notification letter will be sent by post to you at your address as appearing in the Company’s register of members maintained by the Hong Kong Share Registrar.**

You have the right at any time by reasonable notice in writing to the Company c/o the Hong Kong Share Registrar to change the choice of language and/or means of receipt of the Corporate Communication. You may also send such a notice by email to [shuncheong.ecom@computershare.com.hk](mailto:shuncheong.ecom@computershare.com.hk). Even if you have chosen (or are deemed to have consented) to receive all future 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 your request send the Corporate Communication to you in printed form free of charge.

Please note that (a) printed copies of the English and Chinese versions of all future Corporate Communication will be available from the Company or the Hong Kong Share Registrar on request; and (b) the same will also be available on the Company’s website at [www.irasia.com/listco/hk/shuncheong](http://www.irasia.com/listco/hk/shuncheong) and the website of The Stock Exchange of Hong Kong Limited at [www.hkexnews.hk](http://www.hkexnews.hk).

Should you have any queries in relation to this letter, please call the Company’s telephone hotline at (852) 2973 6809 during business hours from 9:00 a.m. to 6:00 p.m. from Monday to Friday, excluding public holidays.

Yours faithfully,  
For and on behalf of the Board  
**Shun Cheong Holdings Limited**  
**Cao Jing**  
*Executive Chairman*

Name(s) and Address of Shareholder(s):  
股東之姓名及地址:

## Reply Form 回條

To: **Shun Cheong Holdings Limited (the “Company”)**  
(Stock Code: 650)  
c/o Computershare Hong Kong Investor Services Limited  
17M Floor,  
Hopewell Centre, 183 Queen’s Road East,  
Wanchai, Hong Kong

致: **順昌集團有限公司\* (「本公司」)**  
(股份代號: 650)  
經香港中央證券登記有限公司  
香港灣仔皇后大道東 183 號  
合和中心 17M 樓

I/We would like to receive the Corporate Communication<sup>#</sup> of the Company (“Corporate Communication”) in the manner as indicated below:

本人/我們欲以下列方式收取 貴公司之公司通訊 (「公司通訊」):

(Please mark **ONLY ONE (X)** of the following boxes)

(請從下列選擇中, 僅在其中一個空格內劃上「X」號)

- read the **Website version** of all future Corporate Communication published on the Company’s website in place of receiving printed copies; and receive a notification letter of the publication of Corporate Communication on the Company’s website; **OR**  
查閱在本公司網站刊發之所有日後的公司通訊**網上版本**以代替印刷本, 並收取公司通訊已在本公司網站刊發之通知信函; 或
- to receive the **printed English version** of all future Corporate Communication **ONLY**; **OR**  
僅收取所有日後公司通訊之**英文印刷本**; 或
- to receive the **printed Chinese version** of all future Corporate Communication **ONLY**; **OR**  
僅收取所有日後公司通訊之**中文印刷本**; 或
- to receive both the printed **English and Chinese versions** of all future Corporate Communication.  
同時收取所有日後公司通訊之**英文及中文印刷本**。

Signature  
簽名

Contact telephone number

聯絡電話號碼

Date

日期

### Notes 附註:

- Please complete all your details clearly.  
請 閣下清楚填妥所有資料。
- If the Company does not receive this duly completed and signed Reply Form or receive a response indicating the objection from you by 20 November 2013, you are deemed to have consented to read the Website Version in place of receiving printed copies. All future Corporate Communication will be sent out in the manner specified in the Company’s letter dated 23 October 2013. The Company will only send you a printed notification letter of the publication of the Corporate Communication on the Company’s website.  
倘若本公司於 2013 年 11 月 20 日仍未收到 閣下已適當地填妥並簽署的回條或表示反對的回覆, 閣下將被視為已同意瀏覽網上版本以代替收取印刷本。本公司將按 2013 年 10 月 23 日之本公司函件內所述之方式向 閣下寄發所有公司通訊。本公司將向 閣下寄發有關公司通訊已在本公司網站刊發的通知信函印刷本。
- By selecting to read the Website Version of all future Corporate Communication published on the Company’s website in place of receiving printed copies, you have expressly consented to waive the right to receive all future Corporate Communication in printed form.  
在選擇查閱於本公司網站刊發所有日後的公司通訊網上版本以代替收取印刷本後, 閣下已明示同意放棄收取所有日後公司通訊印刷本的權利。
- If your shares are held in joint names, the shareholder whose name stands first on the register of members of the Company in respect of the joint holding should sign on this Reply Form in order to be valid.  
如屬聯名股東, 則本回條須由該名於本公司股東名冊上就聯名持有股份其姓名位列首位的股東簽署, 方為有效。
- The above instruction will apply to all future Corporate Communication to be sent to shareholders of the Company until you notify the Company otherwise by reasonable notice in writing to the Company c/o the Company’s share registrar in Hong Kong (the “Hong Kong Share Registrar”), Computershare Hong Kong Investor Services Limited, at 17M Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong or by email to [shuncheong.ecom@computershare.com.hk](mailto:shuncheong.ecom@computershare.com.hk).  
上述指示適用於日後寄發予本公司股東之所有公司通訊, 直至 閣下向本公司發出合理時間的書面通知予本公司之香港證券登記處香港中央證券登記有限公司 (「香港證券登記處」), 地址為香港灣仔皇后大道東 183 號合和中心 17M 樓或以電郵方式發送至 [shuncheong.ecom@computershare.com.hk](mailto:shuncheong.ecom@computershare.com.hk) 另作選擇為止。
- Shareholders are entitled to change the choice of means of receipt and/or language of the Corporate Communication at any time by reasonable notice in writing or by email to [shuncheong.ecom@computershare.com.hk](mailto:shuncheong.ecom@computershare.com.hk) to the Company c/o the Hong Kong Share Registrar.  
股東有權隨時發出合理時間的書面通知予本公司之香港證券登記處或以電郵方式發送至 [shuncheong.ecom@computershare.com.hk](mailto:shuncheong.ecom@computershare.com.hk), 要求更改公司通訊之收取方式及/或語言版本。
- For the avoidance of doubt, we do not accept any special instructions written on this Reply Form.  
為免存疑, 任何在本回條上的額外手寫指示, 本公司將不予處理。

<sup>#</sup> Corporate Communication refers to any document issued or to be issued by the Company for the information or action of holders of its securities, including but not limited to (a) the directors’ report, its annual accounts together with a copy of the auditor’s 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.  
公司通訊指本公司刊發或將予刊發以供其任何證券持有人參照或採取行動的任何文件, 包括但不限於: (a) 董事會報告、其年度帳目連同一份核數師報告及財務摘要報告(如適用); (b) 中期報告及其中期摘要報告(如適用); (c) 會議通告; (d) 上市文件; (e) 通函; 及(f) 代表委任表格。

\* For identification purpose only  
\* 僅供識別

SCHH-23102013-1(0)



閣下寄回此回條時, 請將郵寄標籤剪貼於信封上。  
**如在本港投寄毋須貼上郵票。**  
Please cut the mailing label and stick this on the envelope  
to return this Reply Form to us.  
**No postage stamp necessary if posted in Hong Kong.**

### 郵寄標籤 MAILING LABEL

香港中央證券登記有限公司  
Computershare Hong Kong Investor Services Limited  
簡便回郵號碼 Freepost No. 37  
香港 Hong Kong