

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

SHUN CHEONG HOLDINGS LIMITED

順昌集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 650)

NOTIFICATION OF BOARD MEETING

The board (the “**Board**”) of directors (the “**Directors**”) of Shun Cheong Holdings Limited (the “**Company**”) hereby announces that a meeting of the Board will be held on Monday, 21 November 2016 at 10:30 a.m. for the purposes of, among other matters, considering and approving the announcement of the interim results of the Company and its subsidiaries for the six months ended 30 September 2016 and considering the payment of an interim dividend, if any.

By Order of the Board
Shun Cheong Holdings Limited
Wang Jingbo
Chairman and Chief Executive Officer

Hong Kong, 9 November 2016

As at the date hereof, the Board comprises seven Directors, of whom two are executive Directors, namely Mr. Wang Jingbo (Chairman and Chief Executive Officer) and Mr. Lee Khay Kok, two are non-executive Directors, namely Mr. Lin Dongliang and Mr. Shong Hugo, and three are independent non-executive Directors, namely Prof. Chen Zhiwu, Mr. Shi Cen and Mr. Chau Shing Yim David.

* *For identification purposes only*