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LONG SUCCESS INTERNATIONAL (HOLDINGS) LIMITED

百齡國際（控股）有限公司*

(incorporated in Bermuda with limited liability)

(Stock Code: 8017)

UNUSUAL SHARE PRICE AND TRADING VOLUME MOVEMENTS

This announcement is made at the request of The Stock Exchange of Hong Kong Limited (“**Stock Exchange**”).

The board of directors (the “**Board**”) of Long Success International (Holdings) Limited (the “**Company**”) has noted the increase in the share price and trading volume of the shares of the Company today and wishes to state that the Board is not aware of any reason for such movements. The Company is currently contemplating a possible fund raising exercise, which may be carried out by way of placing of new shares and/or convertible instrument of the Company. As at the date of this announcement, the Company has not entered into any legally binding agreement or contract in relation to such possible fund raising exercise. The fund raising exercise may or may not be proceeded with by the Company. If the Company proceeds with the fund raising exercise, further announcement in respect of the fund raising exercise will be made by the Company as and when appropriate in accordance with the Rules Governing the Listing of Securities on the Growth Enterprise Market of the Stock Exchange (“the **GEM Listing Rules**”).

Save as disclosed above, the Board confirms that there are no negotiations or agreements relating to intended acquisitions or realizations which are discloseable under Chapters 19 and 20 of the GEM Listing Rules, neither is the Board aware of any matter discloseable under the general obligation imposed by Rule 17.10 of the GEM Listing Rules, which is or may be of a price-sensitive nature.

* For identification purpose only

Made by the order of the Board, the directors of which collectively and individually accept responsibility for the accuracy of this announcement.

By Order of the Board
Long Success International (Holdings) Limited
Wong Kam Leong
Chairman

Hong Kong, 25 July 2012

As at the date of this announcement, the Board comprises five executive Directors, namely Mr. Wong Kam Leong, Mr. Wu Shaohong, Mr. Hu Dongguang, Mr. Wu Bingxiang and Dr. Guo Wanda; and four independent non-executive Directors, namely Mr. Ng Kwok Chu, Winfield, Mr. Ng Chau Tung, Robert, Mr. Tse Ching Leung and Mr. Wang Qingyi.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief, the information contained in this announcement is accurate and complete in all material aspects and not misleading or deceptive, and there are no other matters the omission of which would make any statement in this announcement misleading.

This announcement will remain on the “Latest Company Announcements” page of the GEM website for 7 days from the date of its publication.