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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)

COMPLETION OF PLACING OF NEW SHARES UNDER GENERAL MANDATE

As all the conditions of the Placing had been fulfilled, the Board announces that the Placing was completed on 11 October 2013 in accordance with the terms and conditions of the Placing Agreement dated 3 October 2013. A total of 20,000,000 Placing Shares have been successfully placed to not less than six (6) Placees, whose ultimate beneficial owners are Independent Third Parties, at the Placing Price of HK\$0.620 per Placing Share.

The net proceeds from the Placing are approximately HK\$12.00 million. The net placing price per Placing Share is approximately HK\$0.600.

Reference is made to the announcement (the “**Announcement**”) of Long Success International (Holdings) Limited (the “**Company**”) dated 3 October 2013 in relation to, inter alia, the Placing. Unless otherwise defined, capitalized terms used herein shall have the same meanings as defined in the Announcement.

COMPLETION OF THE PLACING

As all the conditions of the Placing have been fulfilled, the Board announces that the Placing was completed on 11 October 2013 in accordance with the terms and conditions of the Placing Agreement dated 3 October 2013. A total of 20,000,000 Placing Shares have been successfully placed to not less than six (6) Placees, whose ultimate beneficial owners are Independent Third Parties, at the Placing Price of HK\$0.620 per Placing Share.

The net proceeds from the Placing are approximately HK\$12.00 million. The net placing price per Placing Share is approximately HK\$0.600.

EFFECT ON THE SHAREHOLDING STRUCTURE OF THE COMPANY

The shareholding structures of the Company immediately before and after completion of the Placing are as follows:

	Issued Share immediately before completion of the Placing		Issue Share immediately after the completion of the Placing	
	Number of Shares	Approx. %	Number of Shares	Approx. %
Mr. Kaneko Hiroshi (Note 1)	80,000,000	7.28	80,000,000	7.15
Public				
Placeses	-	-	20,000,000	1.79
Other public shareholders	1,018,197,250	92.72	1,018,197,250	91.06
Total	<u>1,098,197,250</u>	<u>100.00</u>	<u>1,118,197,250</u>	<u>100.00</u>

Note:

1. Mr. Kaneko Hiroshi is the chairman of the Company and an executive Director.

By Order of the Board
Long Success International (Holdings) Limited
Kaneko Hiroshi
Chairman

Hong Kong, 11 October 2013

As at the date of this announcement, the Board comprises three executive Directors, namely Mr. Kaneko Hiroshi, Mr. Siu Chi Keung and Mr. Hui Ngai Hon, Edward; and three independent non-executive Directors, namely Mr. Yau Paul, Mr. Tam Yuk Sang, Sammy and Dr. Ng Chi Yeung, Simon.

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 respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the "Latest Company Announcements" page of the GEM website (www.hkgem.com) for at least 7 days from the date of its posting and the Company's website at www.long-success.com.

** For identification purposes only*