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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)

TERMINATION OF PLACING OF NEW SHARES UNDER GENERAL MANDATE

Reference is made to the Company's announcement dated 18 December 2013 in relation the placing of Shares under General Mandate (the "Announcement"). Unless otherwise stated, capitalized terms use herein shall have the same meanings as defined in the Announcement.

Since the conditions referred to the Placing Agreement were not fulfilled on or before the Long Stop Date (i.e. 20 January 2014), pursuant to the Placing Agreement, the obligations of the Placing Agent and the Company under the Placing Agreement shall terminate and none of the parties hereto shall have any claim against the other in relation thereto.

The Directors believe that the termination has no material adverse impact on the existing business and financial position of the Group. The Company will continue to explore other financing activities to meet the funding requirement of the Group. The Company will keep the market informed by way of announcement in compliance with the requirements of the GEM Listing Rules as and when appropriate.

As published in the announcements dated 3 December 2013, 11 December 2013, 18 December 2013, 31 December 2013 and 10 January 2014, trading in the shares of the Company on the Stock Exchange has been suspended with effect from 1:23 p.m. on Tuesday, 3 December 2013 and will continue to be suspended pending the release of further announcement.

By Order of the Board
Long Success International (Holdings) Limited
Hui Ngai Hon, Edward
Director

Hong Kong, 20 January 2014

* *For identification purpose only*

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. Wong Ka Shing and Ms. Leung Shuk Lan.

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.