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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)

DELAY IN PUBLICATION OF THE THIRD QUARTERLY RESULTS ANNOUNCEMENT AND DESPATCH OF THE THIRD QUARTERLY REPORT FOR THE NINE MONTHS ENDED 31 DECEMBER 2013 AND POSTPONEMENT OF BOARD MEETING

This announcement is made by Long Success International (Holdings) Limited (the “**Company**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the Growth Enterprise Market (the “**GEM Listing Rules**”) of The Stock Exchange of Hong Kong Limited (“**Stock Exchange**”) and the inside information provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Reference is made to the announcements of the Company dated 10 January 2014, 27 January 2014 and 29 January 2014 (the “**Previous Announcements**”) in relation to, among other things, the difficulties encountered by the Company in obtaining the relevant financial information from Jining Gangning which the Company requires in order to prepare its third quarterly results (the “**Relevant Financial Information**”).

Unless the content otherwise requires, capitalised terms used in this announcement shall have the same meaning given to them in the Previous Announcements.

DELAY IN PUBLICATION OF THE THIRD QUARTERLY RESULTS ANNOUNCEMENT AND DESPATCH OF THE THIRD QUARTERLY REPORT FOR THE NINE MONTHS ENDED 31 DECEMBER 2013

The Board wishes to inform the shareholders of the Company (the “**Shareholders**”) and investing public that due to the difficulties it encountered in obtaining the Relevant Financial Information, the Company requires additional time to obtain the Relevant Financial Information and prepare the third quarterly results (the “**Third Quarterly Results**”) and despatch the report on the Third Quarterly Results (the “**Third Quarterly Report**”) for the nine months ended 31 December 2013. As such, there will be a delay in publication of the Third Quarterly Results and despatch of the Third Quarterly Report on or before 14 February 2014 as required by the GEM Listing Rules.

* For identification purpose only

Subsequent to the Previous Announcements, the Company has, through its Hong Kong and PRC legal advisors, requested for the Relevant Financial Information from the management of Jining Gangning which is not forthcoming. The chairman of the Company has also attempted to contact the management of Jining Gangning to discuss and request for the Relevant Financial Information but to no avail.

Despite the above, the Company will continue to liaise with the management of Jining Gangning to obtain the Relevant Financial Information. Meanwhile, the Company is contemplating all possible solution as well as seeking advice from its PRC legal adviser as to any further actions that the Company could take in obtaining the Relevant Financial Information.

The Company will publish the Third Quarterly Results and despatch the Third Quarterly Report as soon as possible and further announcement will be made in this respect in due course.

POSTPONEMENT OF BOARD MEETING

The date of the Company's board meeting that scheduled to be held on 14 February 2014 to approve the Third Quarterly Results will be postponed to a later date. A notice of board meeting will be made to the Stock Exchange and the Shareholders in due course.

Pursuant to the GEM Listing Rules, the Company must publish the Third Quarterly Results and despatch the Third Quarterly Report to the Shareholders not later than 45 days after 31 December 2013, that is, on or before 14 February 2014. Such delay therefore constitutes breaches of Rules 18.66 and 18.79 of the GEM Listing Rules.

UPDATE ON THE GROUP'S BUSINESS DEVELOPMENT

The Board is pleased to inform the Shareholders of the Company that the Group has continued to extend the trading business operation and anticipate that there will be an increase in turnover of trading business for the year ending 31 March 2014.

SUSPENSION OF TRADING OF SHARES

As at the request of the Company, 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 remain suspended until further notice.

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

Hong Kong, 14 February 2014

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 at www.hkgem.com on the “Latest Company Announcements” page of the GEM website for at least 7 days from the date of its posting and on the Company website at www.long-success.com.