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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)

LAPSE OF NON-LEGALLY BINDING MEMORANDUM OF UNDERSTANDING IN RESPECT OF THE POSSIBLE ACQUISITION

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 (the “**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 announcement of the Company dated 11 December 2013 (the “**Announcement**”) regarding the MOU and the supplemental MOU in relation to the Group’s Possible Acquisition.

Unless the content otherwise requires, capitalised terms used in this announcement shall have the same meanings as those defined in the Announcement.

The board of directors of the Company (the “**Board**”) wishes to announce that as no Definitive Agreement has been entered into between the Company and the Potential Vendors during the Exclusivity Period nor there be an agreement reached in extending the date of entering into the Definitive Agreement, the MOU and supplemental MOU has automatically lapsed immediately after 4 March 2013.

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, 4 March 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 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.