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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)

**EXTENSION OF LONG STOP DATE
OF
PLACING OF SHARES UNDER GENERAL MANDATE**

Reference is made to the announcement (the “**Announcement**”) of the Company dated 2 July 2014, in relation to the placing of the new shares under General Mandate. Capitalised terms used herein shall have the same meanings as those defined in the Announcement unless otherwise stated.

The Board announces that after arm’s length negotiations, pursuant to a supplemental placing agreement dated 31 July 2014 entered into between the Placing Agent and the Company, the Placing Agent and the Company have agreed to extend the Long Stop Date from 31 July 2014 to 29 August 2014 as additional time is required for fulfilment of the condition precedent set out in the Placing Agreement. Save for the extension of the Long Stop Date, all other terms and conditions of the Placing Agreement remain unchanged.

Save as disclosed above, all the terms and conditions of the Placing Agreement remain unchanged and shall continue to be in full force and effect.

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, 31 July 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.