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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)

(I) APPOINTMENT OF INTERNAL CONTROL ADVISER AND (II) APPOINTMENT OF COMPLIANCE ADVISER

Reference is made to the press release published by The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**") on 18 August 2014 (the "**News Releases**") in relation to the censure of Long Success International (Holdings) Limited (the "**Company**") for its breaches of Rule 19.36 of the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange (the "**GLR**"). Capitalized terms used herein shall have the same meanings as those defined in the News Release unless the context otherwise requires.

APPOINTMENT OF INTERNAL CONTROL ADVISER

Pursuant to the directions of the Listing Committee of the Stock Exchange, the Company has appointed RSM Nelson Wheeler Consulting Limited as the Adviser to conduct a thorough review of and make recommendations to improve the Company's internal controls to ensure compliance with the GLR.

The review report of the Adviser containing such recommendations is expected to be completed on or before 17 October 2014.

The Company will then furnish the Listing Department with the Adviser's written report on the Company's full implementation of the Adviser's recommendations on or before 17 December 2014.

APPOINTMENT OF COMPLIANCE ADVISER

Pursuant to the directors of the Listing Committee of the Stock Exchange, the Company has appointed Ample Capital Limited as the independent compliance adviser (the "**Compliance Adviser**") on an on-going basis for consultation on compliance with the GLR for a period of two years with effect from 1 September 2014. During the term of appointment, the Compliance Adviser will be accountable to the Company's audit committee.

Ample Capital Limited is a licensed corporation under the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) to carry out Type 6 (advising on corporate finance) regulated activity.

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, 1 September 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.