

Unless otherwise defined herein, capitalised terms in this announcement shall have the same meanings as those defined in the prospectus dated 30 June 2017 (the "Prospectus") issued by New Headline Holdings Limited (the "Company").

Hong Kong Exchanges and Clearing Limited, The Stock Exchange of Hong Kong Limited (the "Stock Exchange") and Hong Kong Securities Clearing Company Limited ("HKSCC") take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

This announcement is for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for securities of the Company. Prospective investors should read the Prospectus carefully for detailed information about the Company and the Global Offering described below before deciding whether or not to invest in the Offer Shares thereby being offered.

This announcement does not constitute or form a part of any offer or solicitation to purchase or subscribe for securities in the United States. Securities may not be offered or sold in the United States except pursuant to registration or an exemption from registration requirements under the United States Securities Act of 1933, as amended from time to time ("US Securities Act"). The Offer Shares have not been, and will not be, registered under the US Securities Act or any state securities laws of the United States. There will not and it is not currently intended for there to be any public offering of securities of the Company in the United States.

In connection with the Global Offering, the Sole Global Coordinator (also in its capacity as the Underwriters) acting as the stabilising manager, its affiliates or any person acting for it, on behalf of the Underwriters, may over-allocate or effect transactions with a view to stabilising or supporting the market price of the Shares at a level above those which might otherwise prevail for a limited period after the Listing Date. However, there is no obligation on the stabilising manager, its affiliates or any person acting for it, to conduct any such stabilising action, which, if commenced, will be done at the sole and absolute discretion of the stabilising manager, its affiliates or any person acting for it, and may be discontinued at any time. Any such stabilising action is required to be brought to an end on the 30th day after the last day for lodging applications under the Hong Kong Public Offer. Such stabilisation action, if commenced, shall be in compliance with all applicable laws, rules and regulatory requirements, including the Securities and Futures (Price Stabilizing) Rules, as amended, made under the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong). Such stabilisation action, if commenced, will be conducted at the absolute discretion of the Stabilising Manager, its affiliates or any person acting for it and may be discontinued at any time, and is required to be brought to an end on the 30th day after the last day for the lodging of applications under the Hong Kong Public Offer. The details of the intended stabilisation and how it will be regulated under the Securities and Futures Ordinance are set forth in the section headed "Structure and Conditions of the Global Offering" of the Prospectus.

Potential investors should be aware that stabilising action cannot be taken to support the price of the Shares for longer than the stabilization period which will begin on the Listing Date and is expected to expire on the 30th day after the last day for lodging applications under the Hong Kong Public Offer. After this date, no further stabilising action may be taken, and demand for the Shares and the price of the Shares could fall.



New Headline Holdings Limited 新海連控股有限公司

(Incorporated in the Cayman Islands with limited liability)

LISTING ON THE GROWTH ENTERPRISE MARKET OF THE STOCK EXCHANGE OF HONG KONG LIMITED BY WAY OF GLOBAL OFFERING

Number of Offer Shares	: 200,000,000 Shares (subject to the Over-allotment Option)
Number of Hong Kong Offer Shares	: 20,000,000 Shares (subject to re-allocation)
Number of International Placing Shares	: 180,000,000 Shares (subject to re-allocation and the Over-allotment Option)
Offer Price	: Not more than HK\$1.70 per Offer Share and expected to be not less than HK\$1.40 per Offer Share, plus brokerage of 1%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005% (payable in full on application in Hong Kong dollars and subject to refund)
Nominal Value	: US\$0.01 per Share
Stock Code	: 8276

Sole Sponsor



Guotai Junan Capital Limited

Sole Global Coordinator



Guotai Junan Securities (Hong Kong) Limited

Joint Bookrunners and Joint Lead Managers



Guotai Junan Securities
(Hong Kong) Limited



Gransing Securities Co., Limited



SPDB International

Application has been made by the Company to the Stock Exchange for the granting of the listing of, and permission to deal in, the Shares on the Stock Exchange as mentioned in the Prospectus. Assuming that the Hong Kong Public Offer becomes unconditional at or before 8:00 a.m. in Hong Kong on Wednesday, 19 July 2017, it is expected that dealings in the Shares on the Stock Exchange will commence at 9:00 a.m. on Wednesday, 19 July 2017. In the event that the Over-allotment Option is exercised, an announcement will be made by the Company on the websites of the Stock Exchange at www.hkexnews.hk and the Company at www.newheadline.com.hk.

The Global Offering comprises (a) the Hong Kong Public Offer of initially 20,000,000 Shares, representing 10% of the initial number of the Offer Shares (subject to re-allocation); and (b) the International Placing of initially 180,000,000 Shares, representing 90% of the initial number of the Offer Shares (subject to the re-allocation and the Over-allotment Option). The allocation of the Offer Shares between the Hong Kong Public Offer and the International Placing will be subject to adjustment as described in the section headed “Structure and Conditions of the Global Offering” in the Prospectus.

If the Stock Exchange grants the listing of, and permission to deal in, the Shares on the Stock Exchange as mentioned in the Prospectus and the Company complies with the stock admission requirements of HKSCC, the Shares will be accepted as eligible securities by HKSCC for deposit, clearance and settlement in CCASS with effect from the Listing Date or on any other date as determined by HKSCC. Settlement of transactions between participants of the Stock Exchange is required to take place in CCASS on the second business day after the trade date. All activities under CCASS are subject to the General Rules of CCASS and CCASS Operational Procedures in effect from time to time. Investors should seek the advice of their stockbroker or other professional adviser for details of the settlement arrangement as such arrangements may affect their rights and interests. All necessary arrangements have been made for the Shares to be admitted into CCASS.

In connection with the Global Offering, the Company is expected to grant the Over-allotment Option to the Sole Global Coordinator at any time from the Listing Date to the 30th day after the last day for lodging applications under the Hong Kong Public Offer, to require the Company to allot and issue up to an aggregate of 30,000,000 additional Shares, representing 15% of the total number of Offer Shares initially available under the Global Offering, at the Offer Price to, among other things, cover over-allocations in the International Placing, if any.

The Offer Price will not be more than HK\$1.70 per Offer Share and will not be less than HK\$1.40 per Offer Share, unless otherwise announced. Applicants for the Hong Kong Offer Shares are required to pay, on application, the maximum Offer Price of HK\$1.70 per Offer Share together with brokerage fee of 1%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005%, subject to refund if the Offer Price as finally determined is less than HK\$1.70 per Offer Share.

Applications for the Hong Kong Offer Shares will only be considered on the basis of the terms and conditions set out in the Prospectus, the related Application Forms and the designated website (www.eipo.com.hk) for the White Form eIPO Service Provider.

Applicants who wish to have the allocated Hong Kong Offer Shares allotted and issued in their own names should (i) complete and sign the **WHITE** Application Forms; or (ii) submit applications online through the designated website of the **White Form eIPO** Service Provider at www.eipo.com.hk under the **White Form eIPO** service.

Applicants who wish to have the allocated Hong Kong Offer Shares allotted and issued in the name of HKSCC Nominees and deposited directly into CCASS for credit to their CCASS Investor Participant stock accounts or the stock accounts of their designated CCASS Participants maintained in CCASS should (i) complete and sign the **YELLOW** Application Form; or (ii) give **electronic application instructions** to HKSCC via CCASS.

Copies of the Prospectus together with the **WHITE** Application Form, may be obtained during normal business hours from 9:00 a.m. on Friday, 30 June 2017 until 12:00 noon on Thursday, 6 July 2017 from:

1. any of the following offices of the Joint Bookrunners:

Guotai Junan Securities (Hong Kong) Limited

27/F, Low Block, Grand Millennium Plaza

181 Queen's Road Central

Hong Kong

Gransing Securities Co., Limited

17/F, Hing Yip Commercial Centre

272-284 Des Voeux Road Central

Hong Kong

SPDB International Capital Limited

Suites 3207-3212, One Pacific Place

88 Queensway

Hong Kong

2. any of the following branches of the receiving bank for the Hong Kong Public Offer, Industrial and Commercial Bank of China (Asia) Limited:

	Branch Name	Address
Hong Kong Island	Central Branch	1/F., 9 Queen's Road Central, Hong Kong
	North Point Branch	G/F, 436-438 King's Road, North Point, Hong Kong
	Causeway Bay Branch	Shop A on G/F, 1/F, Hennessy Apartments, 488 & 490 Hennessy Road, Hong Kong
Kowloon	Mongkok Branch	G/F, Belgian Bank Building, 721-725 Nathan Road, Mongkok, Kowloon
	Ngau Tau Kok Branch	Shop Nos. G211-214, G/F., Phase II, Amoy Plaza, 77 Ngau Tau Kok Road, Kowloon
	Hung Hom Branch	Shop 2A, G/F, Hung Hom Shopping Mall, 2-34E Tak Man Street, Hung Hom, Kowloon
New Territories	Tsuen Wan Castle Peak Road Branch	G/F, 423-427 Castle Peak Road, Tsuen Wan
	Shatin Branch	Shop 22J, Level 3, Shatin Centre, New Territories

Copies of the Prospectus, together with the **YELLOW** Application Form, may be obtained during normal business hours from 9:00 a.m. Friday, 30 June 2017 until 12:00 noon on Thursday, 6 July 2017 from:

- (i) the Depository Counter of HKSCC at 1/F, One & Two Exchange Square, 8 Connaught Place, Central, Hong Kong; or
- (ii) your stockbroker.

Your completed **WHITE** or **YELLOW** Application Form, together with a cheque or a banker's cashier order marked payable to "ICBC (Asia) Nominee Limited — New Headline Public Offer" attached, should be deposited in the special collection boxes provided at any of the branches of the receiving bank listed above, at the following dates and times:

- 9:00 a.m. to 5:00 p.m. — Friday, 30 June 2017
- 9:00 a.m. to 5:00 p.m. — Monday, 3 July 2017
- 9:00 a.m. to 5:00 p.m. — Tuesday, 4 July 2017
- 9:00 a.m. to 5:00 p.m. — Wednesday, 5 July 2017
- 9:00 a.m. to 12:00 noon — Thursday, 6 July 2017

Applicants applying by **White Form eIPO** may submit applications to the **White Form eIPO** Service Provider through the designated website at www.eipo.com.hk (24 hours daily, except on the last application day) from 9:00 a.m. on Friday, 30 June 2017 until 11:30 a.m. on Thursday, 6 July 2017 and the latest time for completing full payment of application monies in respect of such applications will be 12:00 noon on Thursday, 6 July 2017 or such later time as described under the section headed "How to Apply for Hong Kong Offer Shares — 10. Effect of Bad Weather on the Opening of the Application Lists" in the Prospectus.

CCASS Investor Participants can input electronic application instructions from 9:00 a.m. on Friday, 30 June 2017 until 12:00 noon on Thursday, 6 July 2017 (24 hours daily, except on the last application day). The latest time for inputting electronic application instructions will be 12:00 noon on Thursday, 6 July 2017, the last application day or such later time as described in the section headed "How to Apply for Hong Kong Offer Shares — 10. Effect of Bad Weather on the Opening of the Application Lists" in the Prospectus.

Please refer to the sections headed "Structure and Conditions of the Global Offering" and "How to Apply for Hong Kong Offer Shares" in the Prospectus for details of the conditions and procedures of the Hong Kong Public Offer.

Prospective investors of the Hong Kong Offer Shares should note that the obligations of the Hong Kong Underwriters under the Hong Kong Underwriting Agreement to subscribe, and to procure subscribers to subscribe for, the Hong Kong Offer Shares, are subject to termination by the Sole Global Coordinator (for itself and on behalf of the Hong Kong Underwriters) if certain grounds arise prior to 8:00 a.m. the Listing

Date. Please refer to the section headed “Underwriting — Underwriting Arrangements and Expenses — Hong Kong Public Offer — Grounds for Termination of the Hong Kong Underwriting Agreement” in the Prospectus for details of such grounds as set out in that section.

The Company expects to announce the final Offer Price, the level of indication of interest in the International Placing, the level of applications in the Hong Kong Public Offer and the basis of allocation of the Hong Kong Offer Shares on Tuesday, 18 July 2017, in the South China Morning Post (in English), the Hong Kong Economic Times (in Chinese), on the Company’s website at www.newheadline.com.hk and the website of the Stock Exchange at www.hkexnews.hk. Results of allocations and the Hong Kong identity card/passport/Hong Kong business registration numbers of successful applicants under the Hong Kong Public Offer will be available through a variety of channels from Tuesday, 18 July 2017 as described in the section headed “How to Apply for Hong Kong Offer Shares — 11. Publication of Results”.

No receipt will be issued for application monies paid. The Company will not issue temporary documents of title. Share certificates will only become valid certificates of title at 8:00 a.m. (Hong Kong time) on the Listing Date provided that the Global Offering has become unconditional in all respects and the right of termination described in the section headed “Underwriting — Underwriting Arrangements and Expenses — Hong Kong Public Offer — Grounds for Termination of the Hong Kong Underwriting Agreement” in the Prospectus has not been exercised.

Dealings in the Shares on GEM are expected to commence at 9:00 a.m. on 19 July 2017. Shares will be traded in board lots of 2,000 Shares. The GEM stock code for the Shares is 8276.

By order of the Board
New Headline Holdings Limited
WEI Hua
Chairman

Hong Kong, Friday, 30 June 2017

As at the date of this announcement, the executive Directors are Xie Birui, Zhang Delan and Su Haishan; the non-executive Director is Wei Hua; and the independent non-executive Directors are Chan So Kuen, Xiao Xia and Chen Fangzheng.

This announcement, for which all 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 (i) the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, (ii) there are no other matters the omission of which would make any statement herein or this announcement misleading, and (iii) all opinions expressed in this announcement have been arrived at after due and careful consideration and are founded on bases and assumptions that are fair and reasonable.

This announcement and a copy of the Prospectus referred to above will remain on the Stock Exchange's website at www.hkexnews.hk, in the case of the announcement, on the "Latest Company Announcements" page for at least seven days from the day of its posting. This announcement and a copy of the Prospectus will also be published on the Company's website at www.newheadline.com.hk.

Please also refer to the published version of this announcement in English in South China Morning Post and in Chinese in the Hong Kong Economic Times.