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Unless otherwise defined, capitalised terms and expressions used in this announcement shall have the same meanings as those defined in the prospectus dated 30 April 2018 (the “Prospectus”) of Elegance Commercial and Financial Printing Group Limited (the “Company”).

This announcement is for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for shares or other securities of the Company. Potential investors should read the Prospectus for detailed information about the Company and the Share Offer described below before deciding whether or not to invest in the Offer Shares.

This announcement is not for distribution, directly or indirectly, in or into the United States (including its territories and possessions, any state of the United States and the District of Columbia). This announcement does not constitute or form a part of any offer or solicitation to purchase or subscribe for securities in the United States. The securities mentioned herein have not been, and will not be, registered under the United States Securities Act of 1933 (the “Securities Act”). The securities may not be offered or sold in the United States except pursuant to an exemption from the registration requirements of the Securities Act and in compliance with any applicable state securities laws. There will be no public offer of securities in the United States.



Elegance Commercial and Financial Printing Group Limited

(incorporated in the Cayman Islands with limited liability)

LISTING ON GEM OF THE STOCK EXCHANGE OF HONG KONG LIMITED BY WAY OF SHARE OFFER

Number of Offer Shares	: 110,000,000 Shares
Number of Public Offer Shares	: 11,000,000 Shares (subject to reallocation)
Number of Placing Shares	: 99,000,000 Shares (subject to reallocation)
Offer Price	: HK\$0.60 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)
Nominal Value	: HK\$0.01 per Share
Stock Code	: 8391

Sole Sponsor



建泉融資有限公司
VBG Capital Limited

Joint Bookrunners and Joint Lead Managers



建泉融資有限公司
VBG Capital Limited



駿昇 証券有限公司
Quasar Securities Co., Limited

Co-Lead Managers



Pacific
Foundation



長亞證券
Longasia

Application has been made by the Company to the Stock Exchange for the listing of, and permission to deal in, the Shares issued and to be issued on GEM pursuant to the Share Offer, the Capitalisation Issue and any new Shares which may be allotted and issued pursuant to the exercise of any option that may be granted under the Share Option Scheme as described in the Prospectus. Assuming the Share Offer becomes unconditional at or before 8:00 a.m. in Hong Kong on Friday, 11 May 2018, it is expected that dealings in the Shares on the Stock Exchange will commence at 9:00 a.m. on Friday, 11 May 2018.

A total of 110,000,000 Shares will be made available under the Share Offer. The Share Offer comprises (a) the Public Offer of initially 11,000,000 Public Offer Shares, representing 10% of the total number of the Offer Shares (subject to reallocation), in Hong Kong; and (b) the Placing of initially 99,000,000 Placing Shares, representing 90% of the total number of the Offer Shares (subject to the reallocation). The allocation of the Offer Shares between the Public Offer and the Placing will be subject to reallocation as described in the section headed “Structure and conditions of the Share Offer” in the Prospectus.

Subject to the granting by the Stock Exchange of the listing of, and permission to deal in, the Shares on GEM as mentioned in the Prospectus and the compliance 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, i.e. Friday, 11 May 2018 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 any trading day.

All activities under CCASS are subject to the General Rules of CCASS and CCASS Operational Procedures in effect from time to time. All necessary arrangements have been made for the Shares to be admitted into CCASS. Investors should seek the advice of their stockbrokers or other professional advisers for details of the settlement arrangement as such arrangements may affect their rights and interests.

The Offer Price is HK\$0.60 per Offer Share. Applicants for the Public Offer Shares are required to pay, on application, the Offer Price of HK\$0.60 per Offer Share together with brokerage fee of 1%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005%, in full upon application for Shares under the terms set out in the Application Forms.

Prospective investors of the Offer Shares should note that the Joint Lead Managers (for themselves and on behalf of the Underwriters) are entitled to terminate the Underwriting Agreements by giving a notice in writing to our Company upon the occurrence of any of the events set out under the paragraph headed “Underwriting — Underwriting arrangements and expenses — Public Offer — Grounds for termination” of the Prospectus, at any time prior to 8:00 a.m. (Hong Kong time) on the Listing Date. Should the Joint Lead Managers (for themselves and on behalf of the Underwriters) terminate the Underwriting Agreements, the Share Offer will not proceed and will lapse. Completion of the Public Offer is subject to the conditions set out in the section headed “Conditions of the Share Offer” in the section headed “Structure and conditions of the Share Offer” in the Prospectus.

If an application is rejected, not accepted or accepted in part only, or if the conditions of the Public Offer are not fulfilled in accordance with the section headed “Structure and conditions of the Share Offer — Conditions of the Share Offer” in the Prospectus or if any application is revoked, the application monies, or the appropriate portion thereof, together with the related brokerage, SFC transaction levy and the Stock Exchange trading fee, will be refunded, without interest or the cheque or banker’s cashier order will not be cleared. Any refund of your application monies will be made on Thursday, 10 May 2018.

Applications for the Public Offer Shares will only be considered on the basis of the terms and conditions set out in the Prospectus and the related Application Forms.

Applicants who would like the Public Offer Shares to be issued in their own names should either (i) use a **WHITE** Application Form; or (ii) apply online through the designated website of the **HK eIPO White Form** Service Provider at www.hkeipo.hk under the **HK eIPO White Form** service. Applicants who would like the Public Offer Shares to be issued in the name of HKSCC Nominees and deposited directly into CCASS to be credited to their stock accounts or their designated CCASS Participants’ stock accounts should either (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 Forms, may be obtained during normal business hours from 9:00 a.m. on Monday, 30 April 2018 until 12:00 noon on Friday, 4 May 2018 (or such later time as may be applied as described in the section headed “How to apply for the Public Offer Shares — 10. Effect of bad weather on the opening of the application lists” in the Prospectus) from any of the following addresses:

(i) the following office of the **Public Offer Underwriters**:

Office	Address
VGB Capital Limited	18th Floor, Prosperity Tower 39 Queen’s Road Central Hong Kong
Quasar Securities Co., Limited	Unit A, 12th Floor, Harbour Commercial Building 122-124 Connaught Road Central, Sheung Wan Hong Kong

(ii) any of the following branches of DBS Bank (Hong Kong) Limited, the receiving bank for the Public Offer:

District	Branch Name	Address
Hong Kong Island	Head Office	G/F, The Center, 99 Queen's Road Central, Central
	North Point Branch	G/F, 391 King's Road, North Point
Kowloon	Nathan Road — SME Banking Centre	2/F, Wofoo Commercial Building, 574-576 Nathan Road, Mongkok
New Territories	Yuen Long Branch	G/F, 1-5 Tai Tong Road, Yuen Long

Copies of the Prospectus, together with the **YELLOW** Application Forms, may be obtained during normal business hours from 9:00 a.m. on Monday, 30 April 2018 until 12:00 noon on Friday, 4 May 2018 from the Depository Counter of HKSCC at 1/F, One & Two Exchange Square, 8 Connaught Place, Central, Hong Kong or from your stockbroker, who may have **YELLOW** Application Forms and the Prospectus available.

Your completed **WHITE** or **YELLOW** Application Form, together with a cheque or a banker's cashier order marked payable to "**Ting Hong Nominees Limited — Elegance Public Offer**" attached and securely stapled, 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:

Monday, 30 April 2018	—	9:00 a.m. to 5:00 p.m.
Wednesday, 2 May 2018	—	9:00 a.m. to 5:00 p.m.
Thursday, 3 May 2018	—	9:00 a.m. to 5:00 p.m.
Friday, 4 May 2018	—	9:00 a.m. to 12:00 noon

The application lists will be open from 11:45 a.m. to 12:00 noon on Friday, 4 May 2018, the last application day or such later time as described in the section headed "How to apply for the Public Offer Shares — 10. Effect of bad weather on the opening of the application lists" in the Prospectus.

Applicants may submit applications online to the **HK eIPO White Form** Service Provider through the designated website at **www.hkeipo.hk** from 9:00 a.m. on Monday, 30 April 2018 until 11:30 a.m. on Friday, 4 May 2018 (24 hours daily, except on the last application day) or such later time as described in the section headed "How to apply for the Public Offer Shares — 10. Effect of bad weather on the opening of the application lists" in the Prospectus.

CCASS Participants can input electronic application instructions from 9:00 a.m. on Monday, 30 April 2018 until 12:00 noon on Friday, 4 May 2018 or such later time as described in the section headed “How to apply for the Public Offer Shares — 10. Effect of bad weather on the opening of the application lists” in the Prospectus.

You will be deemed to have authorised HKSCC and/or HKSCC Nominees to transfer the details of your application to the Company, the Joint Bookrunners, the Joint Lead Managers and the Hong Kong Branch Share Registrar.

Please refer to the sections headed “Structure and conditions of the Share Offer” and “How to apply for the Public Offer Shares” in the Prospectus for details of the conditions and procedures of the Share Offer.

The Company expects to announce the level of indication of interest in Placing, the level of applications in Public Offer and the basis of allocation of the Public Offer on Thursday, 10 May 2018 on the Company’s website at www.elegance.hk; and the website of the Stock Exchange at www.hkexnews.hk.

The results of allocations and the Hong Kong identity card/passport/Hong Kong business registration numbers (where appropriate) of successful applicants under the Public Offer will be available through a variety of channels from Thursday, 10 May 2018 as described in the section headed “How to apply for the Public Offer Shares — 11. Publication of results” in the Prospectus.

No temporary document of title will be issued in respect of the Offer Shares. No receipt will be issued for sums paid on application. Share certificates will only become valid at 8:00 a.m. on Friday, 11 May 2018 provided that the Share Offer has become unconditional and the right of termination described in the section headed “Underwriting — Underwriting arrangements and expenses — Public Offer — Grounds for termination” in the Prospectus has not been exercised.

Assuming the Share Offer becomes unconditional at or before 8:00 a.m. in Hong Kong on Friday, 11 May 2018, dealings in the Shares on GEM are expected to commence at 9:00 a.m. on or about Friday, 11 May 2018. Shares will be traded in board lots of 4,000 Shares each. The GEM stock code for the Shares is 8391.

By order of the Board
Elegance Commercial and Financial Printing Group Limited
SO Wing Keung
Chairman and Executive Director

Hong Kong, Monday, 30 April 2018

As at the date of this announcement, the executive Directors are Mr. SO Wing Keung and Mr. LEUNG Shu Kin, and the independent non-executive Directors are Mr. TAM Pei Qiang, Mr. KWONG Chi Wing and Mr. CHEUNG Wai Lun Jacky.

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, (i) the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive; and (ii) there are no other matters the omission of which would make any statement herein or in this announcement misleading.

*This announcement and a copy of the Prospectus will remain on the website of the Stock Exchange at **www.hkexnews.hk** and the GEM website at **www.hkgem.com** and in the case of announcement, on the “Latest Company Announcements” page for a minimum period of seven days from the date of its publication. This announcement and a copy of the Prospectus will also be published on the Company’s website at **www.elegance.hk**.*