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This announcement is not an offer of securities for sale 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. There will not and is not currently intended to be any public offering of securities in the United States.

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Unless defined herein, terms in this announcement shall have the same meanings as those defined in the Prospectus.

KFM KINGDOM HOLDINGS LIMITED

(KFM金德控股有限公司)

(Incorporated in the Cayman Islands with limited liability)

GLOBAL OFFERING

Total number of Offer Shares under the Global Offering	: 150,000,000 Shares (subject to the Over-allotment Option)
Number of Hong Kong Public Offer Shares	: 15,000,000 Shares (subject to adjustment)
Number of International Offer Shares	: 135,000,000 Shares (subject to adjustment and the Over-allotment Option)
Offer Price	: Not more than HK\$0.68 per Share and expected to be not less than HK\$0.55 per Share, plus brokerage of 1%, SFC transaction levy of 0.003% and Hong Kong Stock Exchange trading fee of 0.005% (payable in full application and subject to refund on final pricing)
Nominal value	: HK\$0.10 per Share
Stock code	: 3816

Sole Global Coordinator, Sole Sponsor, Sole Bookrunner and Sole Lead Manager



Application has been made by the Company to the Listing Committee of the Stock Exchange for the granting of the approval for the listing of, and permission to deal in, the Shares in issue and to be issued as described in the Prospectus pursuant to the Global Offering (including any Shares which may be issued pursuant to the exercise of the Over-allotment Option), the Capitalisation Issue and Shares, up to 10% of the Shares in issue as at the Listing Date, to be issued upon the exercise of any options which have been or may be granted under the Share Option Scheme. The Global Offering comprises the Hong Kong Public Offering of initially 15,000,000 Shares, representing 10% of the total number of Shares initially being offered in the Global Offering (subject to adjustment) and the International Placing of initially 135,000,000 Shares, representing 90% of the total number of Shares initially being offered in the Global Offering (subject to adjustment and the Over-allotment Option). The allocation of the Shares between the Hong Kong Public Offering and the International Placing is subject to adjustment as stated in the section headed “Structure and conditions of the Global Offering – The Hong Kong Public Offering” in the Prospectus. In the event the Over-allotment Option is exercised, an announcement will be made by the Company.

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

Applicants who would like to be allotted the Hong Kong Public Offer Shares in their own names should (i) complete and sign the **WHITE** Application Forms or (ii) submit an application online through the designated website of the HK eIPO White Form Service Provider at **www.hkeipo.hk**. Applicants who would like to have the Hong Kong Public 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 should (i) give **electronic application instructions** to HKSCC via CCASS or (ii) complete and sign the **YELLOW** Application Forms.

Copies of the Prospectus together with the **WHITE** Application Forms may be obtained during normal business hours from 9:00 a.m. on Friday, 28 September 2012 until 12:00 noon on Friday, 5 October 2012 from:

(1) the following address of the Hong Kong Underwriter:

DBS Asia Capital Limited
17th Floor, The Center
99 Queen’s Road Central
Hong Kong

- (2) or any of the following branches of DBS Bank (Hong Kong) Limited, the receiving bank for the Hong Kong Public Offering:

District	Branch name	Address
Hong Kong Island	Head Office	G/F, The Center, 99 Queen's Road Central, Central
	United Centre Branch	Shops 1015-1018 on 1/F, United Centre, 95 Queensway, Admiralty
	North Point Branch	G/F, 391 King's Road, North Point
	Wanchai Branch	G/F, 191-193 Johnston Road, Wanchai
Kowloon	Nathan Road Branch	G/F, Wofoo Commercial Building, 574-576 Nathan Road, Mongkok, Kowloon
	Tsimshatsui Branch	G/F, 22-24 Cameron Road, Tsimshatsui
	Hoi Yuen Road	Unit 2, G/F, Hewlett Centre, 54 Hoi Yuen Road, Kwun Tong, Kowloon
New Territories	Yuen Long Branch	G/F, 1-5 Tai Tong Road, Yuen Long
	Shatin Plaza Branch	Shop 47 & 48, Level 1, Shatin Plaza, No. 21-27 Sha Tin Centre Street, Shatin, New Territories
	Tsuen Wan Branch	G/F, 23 Chung On Street, Tsuen Wan

Copies of the **YELLOW** Application Form and the Prospectus may be obtained during normal business hours from 9:00 a.m. on Friday, 28 September 2012 until 12:00 noon on Friday, 5 October 2012 from:

- (1) the Depository Counter of HKSCC at 2nd Floor, Infinitus Plaza, 199 Des Voeux Road Central, Hong Kong; or
- (2) your stockbroker, who may have such Application Forms and the Prospectus available.

Applicants may apply for the Hong Kong Public Offer Shares through the **HK eIPO White Form** service by submitting their application to the designated HK eIPO White Form Service Provider through the designated website at **www.hkeipo.hk** from 9:00 a.m. on Friday, 28 September 2012, until 11:30 a.m. on Friday, 5 October 2012, or such later time as described in the paragraph headed "How to apply for the Hong Kong Public Offer Shares – Effect of bad weather conditions on the opening of the application lists" of the Prospectus (24 hours daily, except on the last application day).

CCASS Participants can input **electronic application instructions** from 9:00 a.m. on Friday, 28 September 2012 until 12:00 noon on Friday, 5 October 2012.

Applicants may lodge their application for the Hong Kong Public Offer Shares by the various means as referred to in the section headed “How to apply for the Hong Kong Public Offer Shares” in the Prospectus during the period from Friday, 28 September 2012 to Friday, 5 October 2012. The application monies (including the brokerages, SFC transaction levies and Stock Exchange trading fees) will be held by the receiving bank on behalf of the Company and the refund monies, if any, will be returned to the applicants without interest on Friday, 12 October 2012.

Please refer to the sections headed “Structure and conditions of the Global Offering” and “How to apply for the Hong Kong Public Offer Shares” of the Prospectus for details of the conditions and procedures of the Hong Kong Public Offering.

The Company expects to announce the final Offer Price, the indication of level of interest under the International Placing, the level of applications under the Hong Kong Public Offering and the basis of allocation of the Hong Kong Public Offer Shares under the Hong Kong Public Offering on Friday, 12 October 2012 in South China Morning Post (in English) and Hong Kong Economic Times (in Chinese) and on the Company’s website at **www.kingdom.com.hk** and the website of the Stock Exchange at **www.hkexnews.hk**. Results of allocations in the Hong Kong Public Offering (with successful applicants’ identification document numbers, where appropriate) will be available through a variety of channels from Friday, 12 October 2012 as described in the section headed “How to apply for the Hong Kong Public Offer Shares – Publication of results” in the Prospectus.

Dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Monday, 15 October 2012.

The Shares will be traded in board lots of 4,000 Shares each. The stock code of the Company is 3816. The Company will not issue any temporary documents of title. No receipt will be issued for application monies paid.

By order of the Board
KFM Kingdom Holdings Limited
Sun Kwok Wah, Peter
Chairman and executive Director

Hong Kong, 28 September 2012

As at the date of this announcement, the executive Directors are Mr. Peter SUN, Mr. David WONG, Mr. Banson LAM and Mrs. CHOW Suen Christina and the independent non-executive Directors are Mr. WAN Kam To, Mr. LAM Hon Keung Keith and Dr. CHUNG Chi Ping Roy.

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