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*This announcement is for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for securities. Potential investors should read the prospectus dated January 23, 2013 (the "Prospectus") issued by PanAsialum Holdings Company Limited (the "Company") for detailed information about the Hong Kong Public Offering and the International Offering described below before deciding whether or not to invest in the Shares thereby offered.*

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*The securities mentioned herein may not be offered or sold in the United States except pursuant to an exemption from the registration requirements of the U.S. Securities Act. No public offer of securities is to be made by the Company in the United States.*

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



# PanAsialum Holdings Company Limited

## 榮陽實業集團有限公司

(Incorporated in the Cayman Islands with limited liability)

### GLOBAL OFFERING

<b>Number of Offer Shares</b>	<b>: 300,000,000 new Shares</b> (subject to the Over-allotment Option)
<b>Number of Hong Kong Offer Shares</b>	<b>: 30,000,000 new Shares (subject to reallocation)</b>
<b>Number of International Offer Shares</b>	<b>: 270,000,000 new Shares (subject to reallocation and the Over-allotment Option)</b>
<b>Maximum Offer price</b>	<b>: HK\$4.50 per Offer Share, plus brokerage of 1%, Stock Exchange trading fee of 0.005% and SFC transaction levy of 0.003%, payable in full on application subject to refund on final pricing</b>
<b>Nominal value</b>	<b>: HK\$0.10 per Share</b>
<b>Stock Code</b>	<b>: 2078</b>

**Joint Global Coordinators and Joint Sponsors**  
(in alphabetical order)

**HSBC** 

**J.P.Morgan**

**Joint Bookrunners**

**HSBC** 

**J.P.Morgan**

 **農銀國際**  
ABC INTERNATIONAL

 **UBS**

**Joint Lead Managers**

**HSBC** 

**J.P.Morgan**

 **農銀國際**  
ABC INTERNATIONAL

 **UBS**

 **交銀國際**  
BOCOM International

 **CICC**  
中金香港証券

 **PLATINUM**  
Securities

Application has been made by the Company to the Listing Committee 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 (including any additional Shares that may be issued by the Company pursuant to the exercise of any options which may be granted under the Share Option Scheme).

The Global Offering comprises the Hong Kong Public Offering of initially 30,000,000 Offer Shares (subject to reallocation) and the International Offering of initially 270,000,000 Offer Shares (subject to reallocation and the Over-allotment Option) representing 10% and 90% of the Offer Shares initially available under the Global Offering respectively.

In connection with the Global Offering, the Selling Shareholder is expected to grant the Over-allotment Option to the International Underwriters, exercisable by the Joint Bookrunners on behalf of the International Underwriters, to require the Selling Shareholder to sell up to an aggregate of 45,000,000 additional Shares, representing in aggregate 15% of the Shares initially available under the Global Offering. In the event that the Over-allotment Option is exercised, an announcement will be made by the Company at the websites of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk) and the Company at [www.palum.com](http://www.palum.com).

**Applications for Hong Kong 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 have the allotted Hong Kong Offer Shares registered in their own names should complete and sign the WHITE Application Forms or submit applications online through the designated website of the White Form eIPO Service Provider at [www.eipo.com.hk](http://www.eipo.com.hk) under the White Form eIPO service. Applicants who would like to have the allotted Hong Kong Offer Shares registered in the name of HKSCC Nominees and deposited directly into CCASS for credit to their designated CCASS Participants' stock accounts or their CCASS Investor Participant stock account should complete and sign the YELLOW Application Forms or 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 in the same period from 9:00 a.m. on Wednesday, January 23, 2013 until 12:00 noon on Monday, January 28, 2013 from:

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

<b>The Hongkong and Shanghai Banking Corporation Limited</b>	Level 15, 1 Queen's Road Central, Hong Kong
<b>J.P. Morgan Securities (Asia Pacific) Limited</b>	28/F Chater House, 8 Connaught Road Central, Central, Hong Kong
<b>ABCI Capital Limited</b>	Room 701, 7/F, One Pacific Place, 88 Queensway, Hong Kong
<b>UBS AG, Hong Kong Branch</b>	52/F, Two International Finance Centre, 8 Finance Street, Central, Hong Kong

or

2. any of the following branches of The Hongkong and Shanghai Banking Corporation Limited:

	<b>Branch Name</b>	<b>Address</b>
<b>Hong Kong Island:</b>	Hong Kong Office	Level 3, 1 Queen's Road Central
	North Point Branch	G/F, Winner House, 306-316 King's Road, North Point
	Des Voeux Road Central Branch	China Insurance Group Bldg, 141 Des Voeux Road Central
	Hopewell Centre Branch	Shops 2A, 2/F, Hopewell Centre, 183 Queen's Road East, Wan Chai
<b>Kowloon:</b>	Kwun Tong Branch	No. 1, Yue Man Square, Kwun Tong
	Mong Kok Branch	Basement & U/G, 673 Nathan Road, Mong Kok
	Tsim Sha Tsui Branch	Basement & 1/F, 82-84 Nathan Road, Tsim Sha Tsui
<b>New Territories:</b>	Kwai Hing Branch	Shop 2, 3/F, Sun Kwai Hing Plaza, 166-174 Hing Fong Road, Kwai Chung
	Shatin Plaza Branch	Shop 49, Level 1, Shatin Plaza, 21-27 Sha Tin Centre Street, Sha Tin
	Sunshine City Plaza Branch	Shop No. 3010, Level 3, Sunshine City Plaza, Ma On Shan

3. any of the following branches of Standard Chartered Bank (Hong Kong) Limited:

	<b>Branch Name</b>	<b>Address</b>
<b>Hong Kong Island:</b>	88 Des Voeux Road Branch	88 Des Voeux Road Central, Central
	Wanchai Southorn Branch	Shop C2 on G/F and 1/F to 2/F, Lee Wing Building, No. 156–162 Hennessy Road, Wanchai
	Quarry Bay Branch	G/F, Westlands Gardens, 1027 King’s Road, Quarry Bay
<b>Kowloon:</b>	Kwun Tong Hoi Yuen Road Mong Kok Branch	G/F, Fook Cheong Building, No. 63 Hoi Yuen Road, Kwun Tong
	Lok Fu Shopping Centre Branch	Shop B, G/F, 1/F & 2/F, 617–623 Nathan Road, Mongkok
	Mei Foo Manhattan Branch	Shop G201, G/F., Lok Fu Shopping Centre
		Shop Nos.07 & 09, Ground Floor, Mei Foo Plaza, Mei Foo Sun Chuen
<b>New Territories:</b>	Tsuen Wan Branch	Shop C, G/F & 1/F, Jade Plaza, 298 Sha Tsui Road, Tsuen Wan
	Yuen Long Fung Nin Road Branch	Shop B at G/F and 1/F, Man Cheong Building, 239–247&247A Castle Peak Road, Yuen Long
	Tseung Kwan O Branch	Shop G37–40, G/F, Hau Tak Shopping Centre East Wing, Hau Tak Estate, Tseung Kwan O

Copies of the Prospectus, together with the YELLOW Application Forms, may be obtained during normal business hours from 9:00 a.m. on Wednesday, January 23, 2013 till 12:00 noon on Monday, January 28, 2013 from the Depository Counter of HKSCC at 2/F, Infinitus Plaza, 199 Des Voeux Road Central, Hong Kong or your stockbroker, who may have such Application Forms and Prospectus available.

Applicants may submit your application to the designated White Form eIPO Service Provider through the designated website at [www.eipo.com.hk](http://www.eipo.com.hk) from 9:00 a.m. on Wednesday, January 23, 2013 until 11:30 a.m. on Monday, January 28, 2013 or such later time as described in the section headed “How to Apply for Hong Kong Offer Shares — Effect of Bad Weather on the Opening of the Application Lists” in the Prospectus (24 hours daily, except on the last application day).

CCASS Participants can input electronic application instructions from 9:00 a.m. on Wednesday, January 23, 2013 until 12:00 noon on Monday, January 28, 2013.

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

The Company expects to publish the announcement on the Offer Price, the level of indication of interest in the International Offering, the level of applications in the Hong Kong Public Offering and the basis of allocation of the Hong Kong Offer Shares (i) in the South China Morning Post (in English); (ii) in the Hong Kong Economic Times (in Chinese); (iii) on our website ([www.palum.com](http://www.palum.com)) and (iv) on the website of the Stock Exchange ([www.hkexnews.hk](http://www.hkexnews.hk)) on or before Monday, February 4, 2013.

Results of allocations of the Hong Kong Public Offering and the Hong Kong identity card/passport/Hong Kong business registration numbers of successful applicants under the Hong Kong Public Offering will be made available in a manner described in the section entitled “How to Apply for Hong Kong Offer Shares — Publication of Results” in the Prospectus on or before Monday, February 4, 2013.

Dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Tuesday, February 5, 2013. The Shares will be traded in board lots of 1,000 Shares each. The stock code of the Shares is 2078.

By order of the Board of Directors  
**PanAsialum Holdings Company Limited**  
**Marcus Pan**  
*Chairman*

Hong Kong, January 23, 2013

*As at the date of this announcement, the executive directors are Mr. Marcus Pan, Ms. Shao Lidan, Mr. Leung Chi Wing; and the independent non-executive directors are Mr. Chan Nim Leung Leon, Mr. Tsang Wah Kwong and Mr. Wong Yee Shuen Wilson.*

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