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**Honworld Group Limited**  
**老恒和釀造有限公司\***

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 2226)**

**VOLUNTARY ANNOUNCEMENT**  
**STRATEGIC COOPERATION WITH SHENZHEN SHUNFENG HEIKE\***  
**IN RELATION TO THE SALES OF COMPANY'S PRODUCTS**

The board of directors (the “**Board**”) of Honworld Group Limited (the “**Company**”) is pleased to announce that the Company’s flagship store has officially opened on the Shenzhen Shunfeng Heike\* (順豐嘿客) (herein after referred to as “**Heike Flagship Store**”) O2O (online to offshore) e-commerce platform on 1 January 2015.

The Company’s premium, high end and medium range cooking wine products are currently for sale on the Heike Flagship Store, and the Company’s other range of products, including soy sauce, vinegars, and rose-fermented bean curd will be launched for sale in the coming weeks.

The Company does not anticipate the new sales channel to require significant resources on their part, but it is expected and is hopeful that this will create a significant channel for the sale and marketing of the Company’s products.

Shenzhen Shunfeng Heike\* is the online shopping service community store under Shenzhen Shunfeng Commercial Limited (深圳市順豐商業有限公司), which services the O2O (online to offline) market. This e-commerce platform integrates sales channels, and utilizes the advantage of Shunfeng Express\* (順豐快遞) services to provide more flexible, convenient and intelligent offline community shopping services for customers.

This announcement is made by the Company on a voluntary basis.

By Order of the Board  
**Honworld Group Limited**  
**Chen Weizhong**  
*Chairman*

Hong Kong, 12 January 2015

*As at the date of this announcement, the Board comprises three executive directors, namely, Mr. Chen Weizhong, Mr. Sheng Mingjian and Mr. Wang Chao; one non-executive director, namely Mr. Zhang Bihong; and three independent non-executive directors, namely, Mr. Shen Zhenchang, Mr. Lei Jiasu and Mr. Ma Chaosong.*

*\* For identification purposes only*