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
NEW DIRECT SALES CHANNEL IN EASTERN CHINA MARKET

The board of directors (the "**Board**") of Honworld Group Limited (the "**Company**") is pleased to announce that the Company has expanded its direct sales efforts in the Eastern China market in early January 2015.

The Company has signed a cooperation agreement with Zhejiang Zhongyi Trading Company Limited* (浙江中驛商貿有限公司) ("**Zhongyi**"). Zhongyi owns 45 supermarkets in Zhejiang Province and also has access to various other distribution channels in the Eastern China region, including 120 highway service station areas.

The Company's 11 products, including cooking wine, vinegar, soy sauce, fermented bean curd and soybean paste will be available for sale in 45 supermarkets owned by Zhongyi in January 2015. The Company's fermented bean curd, soybean paste and other products will be sold as local produce gift box in the above-mentioned 120 highway service station areas in the Eastern China region, and it is expected to be launched for sale after January 2015.

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

By Order of the Board
Honworld Group Limited
Chen Weizhong
Chairman

Hong Kong, 20 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*