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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
JINGDONG MALL FLAGSHIP STORE

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 Jingdong Mall (京東網上商城) on 23 January 2015.

The Company’s 23 products will be launched for sale, including cooking wine products such as Well-aged Cooking Wine (年份料酒), Chef’s Huadiao (廚用花雕) and Scallion & Ginger Cooking Wine (蔥薑料酒); soy sauce products such as Fish Soy Sauce (魚生醬油) and Premium Flavored Soy Sauce (特級鮮上鮮醬油); vinegar products such as Rose Rice Vinegar (玫瑰米醋) and Ginger Crab Vinegar (薑汁蟹醋); and other products such as Taiwan Fermented Bean Curd (台灣腐乳).

The launch of the online sales platform marks the first e-commerce direct sales channel for the Company and the Company will continue to develop and strengthen its e-commerce sales channels.

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.

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

By Order of the Board
Honworld Group Limited
Chen Weizhong
Chairman

Hong Kong, 26 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*