

*Hong Kong Exchanges and Clearing Limited, The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and Hong Kong Securities Clearing Company Limited (“**HKSCC**”) take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*

*This announcement is for information purposes only and does not constitute an offer or an invitation to induce an offer by any person to acquire, purchase or subscribe for securities. This announcement is not a prospectus. Potential investors should read the prospectus dated 27 October 2015 (the “**Prospectus**”) of Jiyi Household International Holdings Limited (the “**Company**”) for detailed information about the Company and the Global Offering described below before deciding whether or not to invest in the Offer Shares.*

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

*This announcement is not for release, publication, distribution, directly or indirectly, in or into the United States (including its territories and possessions, any state of the United States and the District of Columbia). This announcement does not constitute and is not an offer to sell or a solicitation of any offer to buy securities in Hong Kong, the United States or elsewhere. The securities referred to in this announcement have not been and will not be registered under the U.S. Securities Act of 1933 (as amended) (the “**U.S. Securities Act**”) or any state securities laws of the United States and may not be offered, sold, pledged or transferred within the United States or for the account or benefit of U.S. person, except that such securities may be offered, sold or delivered outside the United States in offshore transactions in accordance with Regulation S under the U.S. Securities Act. There is not and it is not currently intended for there to be any public offering of securities of the Company in the United States.*

*In connection with the Global Offering, Cinda International Securities Limited, as stabilising manager (the “**Stabilising Manager**”), its affiliates or any person acting for it, on behalf of the Underwriters, may effect transactions with a view to stabilising or supporting the market price of the Shares at a level higher than that which might otherwise prevail in the open market for a limited period after the Listing Date. However, there is no obligation on the Stabilising Manager, its affiliates or any person acting for it, to conduct any such stabilising action, which, if commenced, will be done at the sole and absolute discretion of the Stabilising Manager, its affiliates or any person acting for it, and may be discontinued at any time. Any such stabilising activity is required to be brought to an end on Sunday, 29 November 2015, being the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering. Such stabilisation action, if commenced, may be effected in all jurisdictions where it is permissible to do so, in each case in compliance with all applicable laws, rules and regulatory requirements, including the Securities and Futures (Price Stabilizing) Rules, as amended, made under the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong). The details of the intended stabilisation and how it will be regulated under the Securities and Futures Ordinance are set forth in the section headed “Structure of the Global Offering”.*

Potential investors should be aware that stabilising action cannot be taken to support the price of the Shares for longer than the stabilisation period which will begin on the Listing Date and is expected to expire on Sunday, 29 November 2015, being the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering. After this date, no further stabilising action may be taken, demand for the Shares, and therefore the price of the Shares, could fall.



Jiyi Household International Holdings Limited

集一家居國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

GLOBAL OFFERING

Number of Offer Shares under the Global Offering	: 90,000,000 Shares (subject to the Over-allotment Option)
Number of Hong Kong Offer Shares	: 9,000,000 Shares (subject to adjustment)
Number of International Offer Shares:	: 81,000,000 Shares (subject to adjustment and the Over-allotment Option)
Maximum Offer Price	: HK\$1.60 per Offer Share, plus brokerage of 1%, SFC transaction levy of 0.0027%, and Stock Exchange trading fee of 0.005% (payable in full on application in Hong Kong dollars and subject to refund)
Nominal Value	: HK\$0.10 per Share
Stock Code	: 1495

Sole Sponsor



Sole Global Coordinator, Sole Bookrunner and Sole Lead Manager



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 pursuant to the Capitalisation Issue and the Global Offering, as further described in the Prospectus, including any additional Shares which may be issued by the Company pursuant to the exercise of the Over-allotment Option and the options which may be granted under the Share Option Scheme. Assuming that the Hong Kong Public Offering becomes unconditional at or before 8:00 a.m. in Hong Kong on Friday, 6 November 2015, it is expected that dealings in the Shares on the Stock Exchange will commence at 9:00 a.m. on Friday, 6 November 2015. In the event that the Over-allotment Option is exercised, an announcement will be made by the Company on the website of the Company at www.jiyihousehold.com and the website of the Stock Exchange at www.hkexnews.hk, respectively.

The Global Offering comprises the Hong Kong Public Offering of initially 9,000,000 Offer Shares (subject to adjustment) and the International Offering of initially 81,000,000 Offer Shares (subject to the Over-allotment Option and adjustment) representing 10% and 90% of the total number of Offer Shares initially being offered under the Global Offering, respectively. In connection with the Global Offering, the Company is expected to grant the Over-allotment Option to the International Underwriters, which is exercisable by the Sole Global Coordinator on behalf of the International Underwriters, to require the Company to allot and issue up to 13,500,000 additional new Shares, representing 15% of the total number of Offer Shares initially available under the Global Offering, to cover over-allocation in the International Offering, if any, subject to the same terms and conditions as the other Offer Shares.

The allocation of the Shares between the Hong Kong Public Offering and the International Offering is subject to adjustment as stated in the paragraph headed “*The Hong Kong Public Offering*” under the section headed “*Structure of the Global Offering*” in the Prospectus. Allocation of the Offer Shares pursuant to the International Offering will be effected in accordance with the book-building process and based on a number of factors, including the level and timing of demand, the total size of the relevant investor’s invested assets or equity assets in the relevant sector and whether or not it is expected that the relevant investor is likely to buy further Offer Shares, and/or hold or sell its Offer Shares, after the listing of the Offer Shares on the Stock Exchange. Such allocation is intended to result in a distribution of the Shares on a basis which would lead to the establishment of a solid professional and institutional shareholder base to the benefit of our Company and our Shareholders as a whole. In the event the Over-allotment Option is exercised, an announcement will

be made by the Company on the website of the Company at www.jiyihousehold.com and the website of the Stock Exchange at www.hkexnews.hk, respectively.

Subject to the granting of the approval for listing of, and permission to deal in, the Shares on the Stock Exchange and the Company's compliance with the stock admission requirements of HKSCC, the Shares will be accepted as eligible securities by HKSCC for deposit, clearance and settlement in CCASS with effect from the Listing Date or such other date as determined by HKSCC. Settlement of transactions between participants of the Stock Exchange is required to take place in CCASS on the second Business Day after any trading day. All activities under CCASS are subject to the General Rules of CCASS and CCASS Operational Procedures in effect from time to time. All necessary arrangements have been made to enable the Shares to be admitted into CCASS.

The Offer Price will not be more than HK\$1.60 per Offer Share and is expected to be not less than HK\$1.10 per Offer Share, unless otherwise announced. Applicants for the Hong Kong Offer Shares are required to pay, on application, the maximum Offer Price of HK\$1.60 per Offer Share plus the brokerage fee of 1%, SFC transaction levy of 0.0027% and the Stock Exchange trading fee of 0.005% payable on each Offer Share, equal to a total of HK\$3,232.25 for one board lot of 2,000 Shares, subject to refund if the Offer Price as finally determined is less than HK\$1.60 per Offer Share.

Applications for the Hong Kong Offer Shares will only be considered on the basis of the terms and conditions set out in the Prospectus and the related Application Forms and the designated website (<http://www.eipo.com.hk>) in relation to the White Form eIPO. Applicants who would like to be allotted Hong Kong Offer Shares in their own names should (i) complete and sign the **WHITE** Application Forms; or (ii) submit applications online through the designated website of the **White Form eIPO** Service Provider at www.eipo.com.hk through the **White Form eIPO** service. Applicants who would like to have the allotted Hong Kong Offer Shares registered in the name of HKSCC Nominees Limited and deposited directly into CCASS for credit to their CCASS Investor Participant stock accounts or the stock accounts of their designated CCASS Participants maintained in CCASS should either (i) complete and sign the **YELLOW** Application Forms; or (ii) 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 from 9:00 a.m. on Tuesday, 27 October 2015 until 12:00 noon on Friday, 30 October 2015 from:

- the following addresses of the Hong Kong Underwriters:

Cinda International Securities Limited	45th Floor, COSCO Tower 183 Queen's Road Central Hong Kong
Convoy Investment Services Limited	24C, @Convoy 169 Electric Road, North Point Hong Kong
Gransing Securities Co., Limited	805-806 Far East Consortium Building 121 Des Voeux Road Central Hong Kong
Black Marble Securities Limited	Unit 03&05, 32/F, Sino Plaza 255-257 Gloucester Road Causeway Bay, Hong Kong

- any of the following branches of the receiving bank:

The Bank of East Asia, Limited

District	Branch Name	Address
Hong Kong Island	Main Branch	10 Des Voeux Road Central, Central
	Causeway Bay Branch	46 Yee Wo Street, Causeway Bay
	Taikoo Shing Branch	Shop G1010-1011, Yiu Sing Mansion, Taikoo Shing
	North Point Branch	326-328 King's Road, North Point
Kowloon	Tsim Sha Tsui Branch	Shop A & B, Milton Mansion, 96 Nathan Road, Tsim Sha Tsui
	Yaumatei Branch	G/F, 526 Nathan Road, Yaumatei
	Hoi Yuen Road Branch	Unit 1, G/F, Hewlett Centre, 54 Hoi Yuen Road, Kwun Tong
New Territories	Shatin Plaza Branch	Shop 3-4, Level 1, Shatin Plaza, Shatin
	Tuen Mun Town Plaza Branch	Shop 2-10, UG/F, Tuen Mun Town Plaza Phase II, 3 Tuen Lung Street, Tuen Mun
	East Point City Branch	Shop 217B, Level 2, East Point City, 8 Chung Wa Road, 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 Tuesday, 27 October 2015 until 12:00 noon on Friday, 30 October 2015 at the Depository Counter of HKSCC at 1st Floor, One & Two Exchange Square, 8 Connaught Place, Central, Hong Kong or from your stockbroker who may have such Application Forms and copies of the Prospectus available.

The **WHITE** or **YELLOW** Application Forms completed in accordance with the instructions printed thereon, together with a cheque or banker's cashier order marked payable to "**The Bank of East Asia (Nominees) Limited — Jiyi Household Public Offer**" should be deposited and stapled in the special collection boxes provided at any of the branches of receiving bank referred to above on such dates and during such time as specified in the Prospectus and the Application Forms.

Applicants applying through the **White Form eIPO** service may submit applications through the designated website at www.eipo.com.hk from 9:00 a.m. on Tuesday, 27 October 2015 until 11:30 a.m. on Friday, 30 October 2015 (24 hours daily, except on the last application day) or such later time as described in the paragraph headed "*How to Apply for Hong Kong Offer Shares — 10. Effect of Bad Weather on the Opening of the Applications Lists*" in the Prospectus.

CCASS Participants can input **electronic application instructions** from 9:00 a.m. on Tuesday, 27 October 2015 until 12:00 noon on Friday, 30 October 2015 or such later time as described in the paragraph headed "*How to Apply for Hong Kong Offer Shares — 10. Effect of Bad Weather on the Opening of the Application Lists*" in the Prospectus.

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

The Company expects to publish the announcement of the final 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 Hong Kong Offer Shares on Thursday, 5 November 2015 on the website of the Company at www.jiyihousehold.com and the website of the Stock Exchange at www.hkexnews.hk. The results of allocations (with the successful applicants' identification document numbers, where applicable) under the Hong Kong Public Offering will be made available through a variety of channels at the times and date and in the manner specified in the paragraph headed "*How to Apply for Hong Kong Offer Shares — 11. Publication of Results*" in the Prospectus. The Company will not issue temporary documents of title or receipt for application monies received. Share certificates will only become valid certificates of title provided that the Global

Offering has become unconditional in all respects and the right of termination described in the paragraph headed “*Underwriting — Underwriting Arrangements and Expenses — Hong Kong Public Offering — Grounds for termination*” in the Prospectus has lapsed, which is expected to be at 8:00 a.m. on Friday, 6 November 2015.

Dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Friday, 6 November 2015. The Shares will be traded in board lots of 2,000 Shares each under the Company’s stock code 1495.

By order of the Board
Jiyi Household International Holdings Limited
Hou Wei
Chairlady

Hong Kong, 27 October 2015

As of the date of this announcement, Ms. Hou Wei and Mr. Liu Xianxiu are the executive Directors, Mr. Hou Bo and Mr. Lam On Tai are the non-executive Directors, and Mr. Ye Yihui, Mr. Ho Hin Yip and Mr. Hou Lianchang are the independent non-executive Directors.

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).