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*Unless the context requires otherwise, the capitalised terms in this announcement shall have the same meanings as those defined in the prospectus dated 27 October 2016 (the “**Prospectus**”) issued by CLIFFORD MODERN LIVING HOLDINGS LIMITED (the “**Company**”).*

*This announcement is for information purpose only and does not constitute an offer or an invitation to induce an offer by any person to acquire, purchase or subscribe for securities. Potential investors should read the Prospectus for detailed information about the Company and the Hong Kong Public Offering and the International Placing described below before deciding whether or not to invest in the Shares thereby offered.*

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*In connection with the Global Offering, Guotai Junan Securities (Hong Kong) 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 maintaining the market price of the Shares at a level higher than that which might otherwise prevail in the open market for a limited period from the Listing Date and until the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering. However, there is no obligation on the Stabilising Manager, its affiliates or any person acting for it, to conduct any such stabilising activity, 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 the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering, being Thursday, 1 December 2016. 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).*

*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 Thursday, 1 December 2016, 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, and demand for the Shares, and therefore the price of the Shares, could fall.*



祈福生活服務  
CLIFFORD MODERN LIVING

# CLIFFORD MODERN LIVING HOLDINGS LIMITED

祈福生活服務控股有限公司

(Incorporated in the Cayman Islands with limited liability)

## GLOBAL OFFERING

Number of Offer Shares under The Global Offering	: 250,000,000 Shares (subject to the Over-allotment Option)
Number of Hong Kong Offer Shares	: 25,000,000 Shares (subject to adjustment)
Number of International Placing Shares	: 225,000,000 Shares (subject to adjustment and the Over-allotment Option)
Maximum Offer Price	: HK\$0.46 per Offer Share plus brokerage fee 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\$0.01 per Share
Stock code	: 3686

*Sole Sponsor*



Guotai Junan Capital Limited

*Sole Global Coordinator and Sole Bookrunner*



Guotai Junan Securities (Hong Kong) Limited

*Joint Lead Managers*



Guotai Junan Securities (Hong Kong) Limited



Application has been made by the Company to the Listing Committee of the Stock Exchange for the listing of, and permission to deal in, Shares in issue and to be issued pursuant to the Global Offering (including any Shares which may be issued as described in the Prospectus pursuant to the Capitalisation Issue and the exercise of the Over-allotment Option and the Pre-IPO Share Options and any option that 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 Tuesday, 8 November 2016, it is expected that dealings in the Shares on the Main Board will commence at 9:00 a.m. on Tuesday, 8 November 2016. If the Over-allotment Option is exercised, an announcement will be made by the Company on the Company's website at [www.cliffordmodernliving.com](http://www.cliffordmodernliving.com), and the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk).

The Global Offering comprises the Hong Kong Public Offering of initially 25,000,000 Shares (subject to adjustment), representing 10% of the total number of Offer Shares initially available under the Global Offering, and the International Placing of initially 225,000,000 Shares (subject to adjustment and the Over-allotment Option), representing 90% of the total number of Offer Shares initially available under the Global Offering. The allocation of the Offer Shares between the Hong Kong Public Offering and the International Placing will be subject to adjustment as described in the section headed “Structure of the Global Offering” in the Prospectus.

If the Stock Exchange grants the listing of, and permission to deal in, the Shares on the Stock Exchange and the Company complies 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 date of commencement of dealings in the Shares on the Stock Exchange or any other date HKSCC chooses. Settlement of transactions between Exchange Participants (as defined in the Listing Rules) 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.

In connection with the Global Offering, the Company is expected to grant the Over-allotment Option to the Sole Global Coordinator, exercisable by the Sole Global Coordinator (for itself and on behalf of the International Underwriters) at any time from the Listing Date until the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering, to require the Company to allot and issue up to an aggregate of 37,500,000 additional Shares, representing 15% of the total number of the initial Offer Shares at the Offer Price to cover over-allocations (if any) in the International Placing.

The Offer Price will not be more than HK\$0.46 per Offer Share and is expected to be not less than HK\$0.38 per Offer Share, unless otherwise announced by the Company no later than the morning of the last day for lodging applications under the Hong Kong Public Offering as further explained below. Applicants for the Hong Kong Offer Shares are required to pay, on application, the maximum Offer Price of HK\$0.46 per Offer Share together with brokerage fee of 1%, the SFC transaction levy of 0.0027% and the Stock Exchange trading fee of 0.005%, subject to refund if the Offer Price as finally determined is less than HK\$0.46 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 Application Forms.** Applicants who would like to have the allotted Hong Kong Offer Shares registered in their own names should either (i) complete and sign the **WHITE** Application Forms, or (ii) submit applications online through the designated website of the **HK eIPO White Form** Service Provider at **[www.hkeipo.hk](http://www.hkeipo.hk)** under the **HK eIPO White Form** 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 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 Thursday, 27 October 2016 to 12:00 noon on Tuesday, 1 November 2016 from:

1. the following offices of the following Hong Kong Underwriters:

<b>Guotai Junan Securities (Hong Kong) Limited</b>	27th Floor, Low Block, Grand Millennium Plaza, 181 Queen's Road Central, Hong Kong
<b>Head &amp; Shoulders Securities Limited</b>	Room 2511, 25/F, Cosco Tower, 183 Queen's Road Central, Hong Kong
<b>Koala Securities Limited</b>	Room 803, 8/F, Hong Kong Chinese Bank Building, 61 Des Voeux Road Central, Hong Kong
<b>Gransing Securities Co., Limited</b>	Rm 805-806, 8/F, Far East Consortium Building, 121 Des Voeux Road Central, Hong Kong
<b>Ample Orient Capital Limited</b>	Unit 902, 9/F, Far East Consortium Building, 121 Des Voeux Road Central, Hong Kong
<b>Ever-Long Securities Company Limited</b>	18th Floor, Dah Sing Life Building, 99-105 Des Voeux Road Central, Hong Kong
<b>AM Capital Limited</b>	1605, West Tower, Shun Tak Center, 168-200 Connaught Road, Central, Hong Kong

2. any of the following branches of the receiving bank:

**Standard Chartered Bank (Hong Kong) Limited**

<b>District</b>	<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
	North Point Centre Branch	Shop G, G/F, North Point Centre, 284 King's Road, North Point
<b>Kowloon</b>	Kwun Tong Hoi Yuen Road Branch	G/F, Fook Cheong Building, No. 63 Hoi Yuen Road, Kwun Tong
	68 Nathan Road Branch	Basement, Shop B1, G/F and M/F Golden Crown Court, 66-70 Nathan Road, Tsimshatsui
<b>New Territories</b>	Shatin Plaza Branch	Shop No. 8, Shatin Plaza, 21-27 Shatin Centre Street, Shatin

Copies of the Prospectus, together with the **YELLOW** Application Forms, may be obtained during normal business hours from 9:00 a.m. on Thursday, 27 October 2016 until 12:00 noon on Tuesday, 1 November 2016 from the Depository Counter of HKSCC at 1/F, One & Two Exchange Square, 8 Connaught Place, Central, Hong Kong or from your stockbroker.

The **WHITE** or **YELLOW** Application Form completed in accordance with the instructions printed thereon, together with a cheque or banker's cashier order payable to "HORSFORD NOMINEES LIMITED — CLIFFORD MODERN LIVING PUBLIC OFFER" attached should be deposited in the special collection boxes provided at any of the branches of the receiving bank listed above, at the following times;

Thursday, 27 October 2016: 9:00 a.m. to 5:00 p.m.

Friday, 28 October 2016: 9:00 a.m. to 5:00 p.m.

Saturday, 29 October 2016: 9:00 a.m. to 1:00 p.m.

Monday, 31 October 2016: 9:00 a.m. to 5:00 p.m.

Tuesday, 1 November 2016: 9:00 a.m. to 12:00 noon

Applicants applying by **HK eIPO White Form** service may submit applications through the **HK eIPO White Form** Service Provider at [www.hkeipo.hk](http://www.hkeipo.hk) (24 hours daily, except on the last application day) from 9:00 a.m. on Thursday, 27 October 2016 until 11:30 a.m. on Tuesday, 1 November 2016 and the latest time for completing full payment of application monies in respect of such applications will be 12:00 noon on Tuesday, 1 November 2016 or such later time as described in the section headed “How to apply for Hong Kong Offer Shares – 10. Effect of Bad Weather on the Opening of the Application Lists” in the Prospectus.

CCASS Participants can input electronic application instructions from 9:00 a.m. on Thursday, 27 October 2016 until 12:00 noon on Tuesday, 1 November 2016 except on Saturday, 29 October 2016 and Sunday, 30 October 2016 or such later time as described in the section 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 sections headed “Structure of the Global Offering” and “How to apply for Hong Kong Offer Shares” in 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 indications of interest in the International Placing, the level of applications in the Hong Kong Public Offering and the basis of allocation of the Hong Kong Offer Shares on the website of the Stock Exchange ([www.hkexnews.hk](http://www.hkexnews.hk)) and on the Company’s website ([www.cliffordmodernliving.com](http://www.cliffordmodernliving.com)) on Monday, 7 November 2016. The results of allocations and the Hong Kong identity card/passport/Hong Kong business registration numbers of successful applicants under the Hong Kong Public Offering will be available through a variety of channels from Monday, 7 November 2016 as described in the section 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. Share certificates will only become valid at 8:00 a.m. on Tuesday, 8 November 2016 provided that the Global Offering has become unconditional in all respects and the right of termination described in the section headed “Underwriting — Underwriting Arrangements and Expenses — Hong Kong Public Offering — Grounds for Termination” in the Prospectus has not been exercised. No receipt will be issued for sums paid on application. Dealings in the Shares on the Main Board are expected to commence at 9:00 a.m. on Tuesday, 8 November 2016. The Shares will be traded in board lots of 10,000 Shares each. The stock code of the Shares is 3686.

By order of the board of Directors  
**Clifford Modern Living Holdings Limited**  
**Man Lai Hung**  
*Chairman*

Hong Kong, 27 October 2016

*As at the date of this announcement, the board of directors of the Company comprises Ms. Man Lai Hung, Mr. Sun Derek Wei Kong, Mr. Leong Chew Kuan and Ms. Liang Yuhua as executive Directors; Mr. Liu Xing as non-executive Director; Ms. Elizabeth Law, Mr. Ho Cham and Mr. Mak Ping Leung as independent non-executive Directors.*