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LONGLIFE GROUP HOLDINGS LIMITED

朗力福集團控股有限公司

(Incorporated in Cayman Islands with limited liability)

(Stock code: 08037)

**ANNOUNCEMENT ON TRADING OF
SHARES OF A LISTED COMPANY**

The Company announces that the Group has recently traded on the open market in the shares of WKH.

As the relevant percentage ratios of the acquisition of the shares of WKH are between 5% and 25%, the acquisition of the shares in WKH constitutes a discloseable transaction of the Company under Chapter 19 of the GEM Listing Rules.

INVESTMENT IN A LISTED COMPANY

Longlife Group Holdings Limited announces that the Group has recently traded shares of a Hong Kong listed company, Wo Kee Hong (Holdings) Limited (stock code: 0720, “WKH”) on the open market with details as follows:

Name of company	Date	Acquisition	
		No. of shares	Consideration
WKH	16 March 2012	40,000,000	HK\$11,000,000

As at the date of this announcement, the Group held 40,000,000 shares of WKH (representing about 1.63% of the issued capital WKH) with a market value of approximately HK\$10,400,000.

INFORMATION ABOUT WKH

The principal activities of WKH (including its subsidiaries) are the import, marketing and distribution of cars, electrical appliances and fashion apparels and accessories. The net profit/(loss) after taxation of WKH amounted to HK\$35,485,000 and HK\$(151,190,000) for the two financial years ended 31 December 2010 and 31 December 2009 respectively.

REASONS FOR THE INVESTMENT IN WKH

The Company is principally engaged in manufacture, research and development and distribution of consumer cosmetic, health related products, capsules products, health supplement wine and dental materials and equipment and operates only in the PRC and trading of securities in Hong Kong.

Trading in securities in Hong Kong is part of the principal activities of the Company and the Company considers that such activities can better utilise the financial resources of the Group and improve return of the Shareholders of the Company. The Directors are of the view that trading in shares of listed companies in Hong Kong (including shares of WKH) is beneficial to the Company and the Shareholders as a whole.

GENERAL

As the relevant percentage ratios of the acquisition of the shares of WKH are between 5% and 25%, the acquisition of the shares in WKH constitutes a discloseable transaction of the Company under Chapter 19 of the GEM Listing Rules.

DEFINITIONS

In this announcement, unless the context otherwise requires, the following expressions have the following meanings:

“Board”	the board of Directors
“Company”	Longlife Group Holdings Limited, a company incorporated in the Cayman Islands with limited liability, whose issued shares are listed on GEM
“Director(s)”	director(s) of the Company
“GEM”	the Growth Enterprise Market of the Stock Exchange
“GEM Listing Rules”	the Rules Governing the Listing of Securities on GEM
“Group”	the Company and its subsidiaries
“HK\$”	Hong Kong dollars, the lawful currency of Hong Kong
“PRC”	the People’s Republic of China
“Shareholder(s)”	holder(s) of shares of the Company
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“%”	per cent.

By Order of the Board
Longlife Group Holdings Limited
CHEUNG Hung
Chairman

Hong Kong, 20 March 2012

As at the date of this announcement, the executive directors of the Company are Mr. CHEUNG Hung (Chairman), Mr. WONG Chun Hung, Mr. ZHANG Sanlin, Mr. TIAN Zhenyong and Mr. WANG Zhixin; and the independent non-executive directors of the Company are Mr. CHONG Cha Hwa, Mr. SHAM Chi Keung, William and Mr. YEUNG Chi Tit.

This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The directors, having made all reasonable enquires, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the “Latest Company Announcement” page of the GEM Website at www.hkgem.com for a minimum period of seven days from the day of its posting and on the website of the Company at www.irasia.com/listco/hk/longlife.