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BRILLIANCE WORLDWIDE HOLDINGS LIMITED

金 滿 堂 控 股 有 限 公 司*

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 8312)

**ANNOUNCEMENT PURSUANT TO RULE 3.7
OF THE TAKEOVERS CODE
EXTENSION OF LONG STOP DATE
REGARDING THE MOU**

Reference is made to the announcement of the Company dated 29 February 2016 (the “**Announcement**”) in relation to, among other things, the entering into of the Second MOU between Magic Ahead and the Second Potential Purchaser of the Second Possible Transaction. Capitalised terms used in this announcement have the same meanings as those defined in the Announcement, unless specified otherwise.

EXTENSION OF LONG STOP DATE

Pursuant to the Second MOU and as disclosed in the Announcement, the Earnest Money is not refundable in any event, but in the event that a Definitive Agreement is entered into, and the completion of Second Possible Transaction happens, on or before 10 March 2016 or no later than the business date immediately after the date when the Sale Shares are deposited into CCASS (or such other date as may be agreed by the parties) (the “**Long Stop Date**”), the Earnest Money will be fully applied to settle part of the Consideration for the sale and purchase of the Sale Shares under the Definitive Agreement, unless otherwise agreed by the parties in the Definitive Agreement.

The Company has been informed by Magic Ahead that on 10 March 2016 (after trading hours), Magic Ahead and the Second Potential Purchaser have entered into an extension letter to extend the Long Stop Date from 10 March 2016 to 15 March 2016 at the request of the Second Potential Purchaser as additional time is required by the Second Potential Purchaser to attend to the Second Possible Transaction. Save for the aforesaid extension of the Long Stop Date, all other terms of the Second MOU remain unchanged.

* For identification purpose only

Further announcement(s) setting out the progress of the Second Possible Transaction will be made as and when necessary in accordance with the GEM Listing Rules and the Takeovers Code until an announcement of (i) a firm intention to make an offer under Rule 3.5 of the Takeovers Code or (ii) a decision not to proceed with the Second Possible Transaction is made.

WARNING: THERE IS NO ASSURANCE THAT THE SECOND POSSIBLE TRANSACTION REFERRED TO IN THIS ANNOUNCEMENT WILL MATERIALISE OR EVENTUALLY BE CONSUMMATED. SHAREHOLDERS AND POTENTIAL INVESTORS OF THE COMPANY SHOULD BE AWARE THAT THE COMPLETION OF THE SECOND POSSIBLE TRANSACTION IS SUBJECT TO ENTERING INTO OF A FORMAL AGREEMENT AND THE SATISFACTION (OR WAIVER AS APPLICABLE) OF SUCH CONDITIONS PRECEDENT AS MAY BE SPECIFIED THEREIN. THE DISCUSSION IN RELATION TO THE SECOND POSSIBLE TRANSACTION AS REFLECTED IN THE SECOND MOU MAY OR MAY NOT PROCEED, AND THE TERMS OF THE SECOND POSSIBLE TRANSACTION ARE SUBJECT TO NEGOTIATION BETWEEN THE PARTIES TO THE SECOND MOU. AS SUCH, THE DISCUSSIONS MAY OR MAY NOT LEAD TO THE SECOND POSSIBLE TRANSACTION TAKING PLACE. SHAREHOLDERS AND POTENTIAL INVESTORS OF THE COMPANY ARE ADVISED TO EXERCISE EXTREME CAUTION WHEN DEALING IN THE SHARES. PERSONS WHO ARE IN DOUBT AS TO THE ACTION THEY SHOULD TAKE SHOULD CONSULT THEIR STOCKBROKER, LICENSED SECURITIES DEALER OR REGISTERED INSTITUTION IN SECURITIES, BANK MANAGER, SOLICITOR, PROFESSIONAL ACCOUNTANT OR OTHER PROFESSIONAL ADVISERS.

By order of the Board
Brilliance Worldwide Holdings Limited
Mr. Ko Chun Hay Kelvin
Chairman

Hong Kong, 11 March 2016

As at the date of this announcement, the Board comprises of Mr. Ko Chun Hay Kelvin and Madam Lam Mei Nar Miller as executive directors of the Company and Mr. Li Kar Fai Peter, Mr. Li Xiao Dong and Mr. Zhang Qing as independent non-executive directors of the Company.

All Directors jointly and severally accept full responsibility for the accuracy of information contained in this announcement and confirm, having made all reasonable inquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statement in this announcement misleading.

This announcement will remain on the “Latest Company Announcements” page of the GEM website at www.hkgem.com for a minimum period of 7 days from the date of its publication and on the Company’s website at www.brillianceww.com.

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