

## SUMMARY

- The Offer Price has been determined at HK\$1.43 per Offer Share (excluding 1% brokerage, 0.004% SFC transaction levy and 0.005% Stock Exchange trading fee).
- Based on the Offer Price of HK\$1.43 per Offer Share, the net proceeds from the Share Offer to be received by the Company, after deduction of related underwriting commissions and expenses payable by the Company and assuming the Over-allotment Option has not been exercised, is currently estimated to be approximately HK\$328.8 million.
- A total of 21,228 valid applications pursuant to the Public Offer on **WHITE** and **YELLOW** Application Forms and to the designated **HK eIPO White Form Service Provider** via the **HK eIPO White Form** and through giving **electronic application instructions** to HKSCC via CCASS for a total of 10,993,562,000 Public Offer Shares were received, representing approximately 439.74 times of the total number of 25,000,000 Public Offer Shares initially available under the Public Offer. The Public Offer Shares initially offered under the Public Offer have been significantly over-subscribed.
- The Offer Shares initially offered under the Placing have been well over-subscribed. The final number of Offer Shares comprised in the Placing is 125,000,000 Shares, representing 50% of the Offer Shares in the Share Offer (without taking into account the exercise of the Over-allotment Option).
- Due to the significant over-subscription in the Public Offer, the clawback mechanism as specified in the section headed “Structure and conditions of the Share Offer” in the Prospectus has been applied and the number of Offer Shares allocated to the Public Offer has been increased to 125,000,000 Offer Shares, representing 50% of the total number of Offer Shares available under the Share Offer (before the exercise of any Over-allotment Option).
- In connection with the Share Offer, the Company has granted to the Placing Underwriters the Over-allotment Option, which is exercisable at the discretion of the Lead Manager (for itself and on behalf of the Placing Underwriters) at any time from the Listing Date up to (and including) the date which is the 30th day after the last date for lodging the Application Forms (21 February 2010), to require the Company to allot and issue up to 37,500,000 additional Shares, representing 15% of the total number of Offer Shares initially available under the Share Offer, at the Offer Price on the same terms as those applicable to the Placing, to cover, among other things, over-allocations in the Placing and/or the obligations of the Lead Manager to return securities borrowed under the Stock Borrowing Agreement. As at the date of this announcement, the Over-allotment Option has not been exercised. In the event that such Over-allotment Option is exercised, an announcement will be made in accordance with the Listing Rules.

- The Directors further announce that the Offer Shares initially offered under the Placing have been substantially over-subscribed. The number of Shares allocated to the placees under the Placing include over-allocation of 37,500,000 Shares and amount to a total of 162,500,000 Shares. The settlement of such over-allocation will be effected by stock borrowing arrangement under the Stock Borrowing Agreement or exercising the Over-allotment Option, which will be exercisable by the Lead Manager on behalf of the Placing Underwriters, or by making purchases in the secondary market or a combination of these means.

The results of allocations of the Public Offer Shares in the Public Offer and the Hong Kong identity card/passport/Hong Kong business registration certificate numbers of successful applicants and the number of the Public Offer Shares successfully applied for will be made available at the times and dates and in the manner specified below:

- on the website of the Company at [www.meike.cn](http://www.meike.cn) and the Stock Exchange's website at [www.hkexnews.hk](http://www.hkexnews.hk) from 9:00 a.m., Friday, 29 January 2010 onward;
- on the Public Offer results of allocations website designated by the Company at [www.tricor.com.hk/ipo/result](http://www.tricor.com.hk/ipo/result) on a 24-hour basis from 8:00 a.m. on Friday, 29 January 2010 to 12:00 midnight on Thursday, 4 February 2010. The user will be required to key in the Hong Kong identity card/passport/Hong Kong business registration certificate number provided in his/her/its application form to search for his/her/its own allocation result;
- from the Public Offer allocation results telephone enquiry line designated by the Company. Applicants may find out whether or not their applications have been successful and the number of the Public Offer Shares allocated to them, if any, by calling 369-18-488 between 9:00 a.m. and 6:00 p.m. from Friday, 29 January 2010 to Wednesday, 3 February 2010 (excluding Saturday, Sunday and public holiday); and
- from special allocation results booklets which set out the results of allocations and will be available for inspection during opening hours of the designated branches of the receiving banker of the Public Offer from Friday, 29 January 2010 to Tuesday, 2 February 2010 at the addresses set forth under the paragraph headed "Where to collect the Application Forms" in the section headed "How to apply for the Public Offer Shares" in the Prospectus.

For wholly or partially successful applicants who have applied for 1,000,000 or more Public Offer Shares using **WHITE** or **YELLOW** Application Forms and have indicated on their applications that they wish to collect their refund cheque(s) (where applicable) and/or (for applicants using **WHITE** Application Forms) share certificate(s) (where applicable) from the Company's Hong Kong branch share

registrar and transfer office, Tricor Investor Services Limited, and have provided all information required by the Application Forms, they may collect (where applicable) their refund cheque(s) and/or (where applicable) share certificate(s) from the Company's Hong Kong branch share registrar and transfer office, Tricor Investor Services Limited, at 26th Floor, Tesbury Centre, 28 Queen's Road East, Wanchai, Hong Kong from 9:00 a.m. to 1:00 p.m. on Friday, 29 January 2010.

Share certificates and/or refund cheques (if any) for Public Offer Shares allotted to wholly or partially successful applicants using **WHITE** or **YELLOW** Application Forms which are not collected in person will be despatched promptly to those entitled by ordinary post to the address (or in the case of joint applicants, to the address of the first-named applicant) as specified in their Application Forms at their own risk on Friday, 29 January 2010.

Share certificates for wholly or partially successful applications made on **YELLOW** Application Forms or by giving **electronic application instructions** to HKSCC will be issued in the name of HKSCC Nominees and deposited into CCASS for credit to their CCASS Investor Participant's stock account or their designated CCASS Participant's stock account at the close of business on Friday, 29 January 2010 (or in the event of a contingency, any other date as shall be determined by HKSCC or HKSCC Nominees).

For wholly or partially successful applicants who apply for 1,000,000 Public Offer Shares or more using the **HK eIPO White Form** service by submitting an electronic application to the designated **HK eIPO White Form Service Provider** through the designated website at [www.hkeipo.hk](http://www.hkeipo.hk), they may collect their share certificate(s) (where applicable) in person from the Company's Hong Kong branch share registrar and transfer office, Tricor Investor Services Limited, at 26th Floor, Tesbury Centre, 28 Queen's Road East, Wanchai, Hong Kong from 9:00 a.m. to 1:00 p.m. on Friday, 29 January 2010. If such applicants do not collect their share certificate(s) personally within the time specified for collection, the share certificate(s) will be sent to the address specified in their application instructions to the designated **HK eIPO White Form Service Provider** promptly thereafter by ordinary post and at their own risk.

If applicants apply for less than 1,000,000 Public Offer Shares using the **HK eIPO White Form**, their share certificate(s) (where applicable) will be sent to the address specified in their application instructions to the designated **HK eIPO White Form Service Provider** through the designated website at [www.hkeipo.hk](http://www.hkeipo.hk) on Friday, 29 January 2010 by ordinary post and at their own risk.

For partially successful or wholly unsuccessful applicants who apply using the **HK eIPO White Form**, refund monies (if any) will be despatched to the address as specified on the **HK eIPO White Form** in the form of refund cheque(s), by ordinary post at their own risk.

Refund (if any) for applicants giving **electronic application instructions** to HKSCC via CCASS are expected to be credited to the relevant applicants' designated bank accounts or the designated bank accounts of the designated CCASS Participant through which they are applying on Friday, 29 January 2010.

Share certificates will only become valid certificates of title at 8:00 a.m. on Monday, 1 February 2010 provided that the Share Offer has become unconditional in all aspects and the right of termination described in the section headed "Grounds for termination" in the section headed "Underwriting" in the Prospectus has not been exercised. The Company will not issue any temporary documents of title. No receipts will be issued for application monies paid.

Dealings in the Shares on the Main Board of the Stock Exchange are expected to commence at 9:30 a.m. on Monday, 1 February 2010. The Shares will be traded on the Stock Exchange in board lots of 2,000 Shares. The stock code of the Shares is 00953.

## **OFFER PRICE AND USE OF NET PROCEEDS FROM THE SHARE OFFER**

On 25 January 2010, the Placing Underwriting Agreement, the Price Determination Agreement and the Stock Borrowing Agreement were entered into.

The Offer Price has been determined at HK\$1.43 per Offer Share (excluding 1% brokerage, 0.004% SFC transaction levy and 0.005% Stock Exchange trading fee).

Based on the Offer Price of HK\$1.43 per Offer Share, the net proceeds from the Share Offer to be received by the Company, after deduction of related underwriting commissions and expenses payable by the Company and assuming no exercise of the Over-allotment Option, is currently estimated to be approximately HK\$328.8 million and the Company currently intends to apply such net proceeds as follows:

- as to approximately HK\$100.0 million or 30.4% towards expansion of our production capacity for apparel products which will include: approximately HK\$80.5 million for construction of manufacturing facilities, warehouse, staff quarters and approximately HK\$19.5 million for the purchase of machinery and equipment, at our land at Shanxia Village, Shanxia Town, Huian County, Quanzhou City, Fujian Province and upgrading of current manufacturing facilities, plant and machinery;
- as to approximately HK\$100.3 million or 30.5% towards expanding and improving the coverage of our distribution network and providing renovation subsidies in the form of standardized promotional materials and display equipment to Meike distributor outlets and Meike retailer outlets;

- as to approximately HK\$78.3 million or 23.8% towards organizing trade fairs, brand promotion, sponsorship of sports league and events, media advertising (including but not limited to television commercials, outdoor media, magazine advertising and web-based advertising), launching marketing campaigns, activities and engaging celebrities as spokespersons of Meike brand including approximately HK\$51.7 million towards media advertising and approximately HK\$26.6 million towards brand promotion and marketing activities;
- as to approximately HK\$26.3 million or 8.0% towards enhancing our research and development capabilities, including approximately HK\$21.5 million for the establishment of a research and development centre and approximately HK\$4.8 million for purchase of facilities for material research, product testing, innovation and technology development, and the recruitment of experts and designers; and
- as to approximately HK\$23.9 million or 7.3% towards working capital and other general corporate purposes.

#### **APPLICATIONS AND INDICATIONS OF INTEREST RECEIVED**

As at the close of the Application Lists at 12:00 noon on Friday, 22 January 2010, a total of 21,228 valid applications (applications on **WHITE** and **YELLOW** Application Forms, the **HK eIPO White Form** and through giving **electronic application instructions** to HKSCC via CCASS) and for a total of 10,993,562,000 Public Offer Shares were received, representing approximately 439.74 times the total number of 25,000,000 Public Offer Shares initially available under the Public Offer. The Public Offer Shares initially offered under the Public Offer have been significantly over-subscribed.

Of the 21,228 valid applications on **WHITE** and **YELLOW** Application Forms, the **HK eIPO White Form** and by **electronic application instructions** given to HKSCC via CCASS for a total of 10,993,562,000 Public Offer Shares, a total of 20,366 applications in respect of a total of 2,786,062,000 Public Offer Shares were for Public Offer Shares with an aggregate subscription amount under each application based on the maximum offer price of HK\$1.43 per Offer Share (plus 1% brokerage, 0.004% SFC transaction levy and 0.005% Stock Exchange trading fee) of HK\$5 million or below (representing approximately 222.88 times the 12,500,000 Public Offer Shares initially comprised in Pool A), and a total of 862 applications in respect of a total of 8,207,500,000 Public Offer Shares were for Public Offer Shares with an aggregate subscription amount under each application based on the maximum offer price of HK\$1.43 per Offer Share (plus 1% brokerage, 0.004% SFC transaction levy and 0.005% Stock Exchange trading fee) of more than HK\$5 million (representing

approximately 656.60 times the 12,500,000 Public Offer Shares initially comprised in Pool B). Five multiple or suspected multiple applications have been rejected. 20 applications were rejected due to bounced cheques. No application for more than 12,500,000 Public Offer Shares has been identified.

Due to the significant over-subscription in the Public Offer, the clawback mechanism as specified in the section headed “Structure and conditions of the Share Offer” in the Prospectus has been applied and the number of Offer Shares allocated to the Public Offer has been increased to 125,000,000 Offer Shares, representing 50% of the total number of Offer Shares available under the Share Offer (before any exercise of the Over-allotment Option).

## **PLACING**

The Offer Shares initially offered under the Placing have been well over-subscribed.

The final number of Offer Shares comprised in the Placing is 125,000,000 Offer Shares, representing 50% of the Offer Shares in the Share Offer (without taking into account the Shares which may be issued pursuant to the Over-allocation Option).

The Directors further announce that the Offer Shares initially offered under the Placing have been substantially over-subscribed. The number of Shares allocated to the placees under the Placing include over-allocation of 37,500,000 Shares and amount to a total of 162,500,000 Shares. The settlement of such over-allocation will be effected by stock borrowing arrangement under the Stock Borrowing Agreement or exercising the Over-allotment Option, which will be exercisable by the Lead Manager on behalf of the Placing Underwriters, or by making purchases in the secondary market or a combination of these means.

The Directors confirm that no Offer Share has been allocated to applicants who are connected persons, Directors or existing shareholders of the Company within the meaning of the Listing Rules. None of the Lead Manager, the Underwriters or their respective affiliated companies or connected clients (as set out in Appendix 6 to the Listing Rules) has taken up any Offer Shares for its own benefit under the Share Offer.

The Directors confirm that the Placing is in compliance with the placing guidelines for equity securities as set out in Appendix 6 to the Listing Rules and no placee will, individually, be placed more than 10% of the enlarged issued share capital of the Company immediately after the Share Offer and the Capitalisation Issue.