

This announcement is for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for securities. Potential investors should read the prospectus dated Friday, 10 September 2010 (the "Prospectus") issued by Magic Holdings International Limited (the "Company") for detailed information about the Hong Kong Public Offering, the Preferential Offering and the International Offering described below before deciding whether or not to invest in the Shares thereby being offered.

The information contained in this announcement is not for distribution, directly or indirectly, in or into the United States. These materials do not constitute or form a part of any offer or solicitation to purchase or subscribe for securities in the United States. The Shares mentioned herein have not been, and will not be, registered under the U.S. Securities Act.

The Shares may not be offered or sold in the United States except pursuant to registration or an exemption from the registration requirements of the U.S. Securities Act. No public offering of the securities will be made in the United States.

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.

Prospective investors of the Hong Kong Offer Shares should note that the Sole Global Coordinator (for itself and on behalf of the Hong Kong Underwriters) may in its sole discretion terminate the Underwriting Agreement by giving notice in writing to the Company at any time prior to 8:00 a.m. (Hong Kong time) on the Listing Date (which is currently expected to be Friday, 24 September 2010), upon the occurrence of any of the events set out in the section headed "Underwriting — Underwriting Arrangements and Expenses — Grounds for termination" in the Prospectus.

In connection with the Global Offering, the Stabilisation Manager and/or its affiliates and agents, on behalf of the Underwriters, may, to the extent permitted by applicable laws of Hong Kong or elsewhere, over-allocate or effect any other 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 ending on the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering and the Preferential Offering, being 15 October 2010. Any market purchases of Shares will be effected in compliance with all applicable laws and regulatory requirements. However, there is no obligation on the Stabilisation Manager or its agent to conduct any such stabilising activity, which if commenced, will be done at the absolute discretion of the Stabilisation Manager and may be discontinued at any time. Any such stabilising activity is required to be brought to an end within 30 days of the last day for the lodging of applications under the Hong Kong Public Offering and the Preferential Offering, being 15 October 2010. The number of Shares that may be over-allocated will not exceed the number of Shares that may be sold under the Over-allotment Option, namely 30,000,000 Shares, which is approximately 15% of the Offer Shares initially available under the Global Offering. In Hong Kong, stabilising activities must be carried out in accordance with the Securities and Futures (Price Stabilising) Rules, Chapter 571W of the Laws of Hong Kong.

Prospective applicants for and investors in the Shares should note that no stabilising action can be taken to support the price of the Shares for longer than the stabilising period which will begin on the Listing Date, and is expected to expire on 15 October 2010, being the 30th day after the last date for lodging applications under the Hong Kong Public Offering and the Preferential Offering. After this date, when no further stabilising action may be taken, demand for the Shares, and therefore the price of the Shares, could fall. A public announcement in compliance with the Securities and Futures (Price Stabilising) Rules will be made by the Company within seven days of the expiration of the stabilising period.

The Company has granted the Over-allotment Option to the Sole Global Coordinator exercisable at any time from the Price Determination Date up to (and including) the date which is the 30th day after the last date for the lodging of Application Forms under the Hong Kong Public Offering and the Preferential Offering, being 15 October 2010. Pursuant to the Over-allotment Option, the Sole Global Coordinator has the right to require the Company to allot and issue up to an aggregate of 30,000,000 additional new Shares, representing in aggregate 15% of the Offer Shares initially available under the Global Offering. These Shares will be issued at the Offer Price. The Company will make an announcement if the Over-allotment Option is exercised.

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



MAGIC HOLDINGS INTERNATIONAL LIMITED

美即控股國際有限公司

(Incorporated in the Cayman Islands with limited liability)

GLOBAL OFFERING

Number of Offer Shares under the Global Offering	: 200,000,000 Shares (subject to the Over-allotment Option)
Number of Hong Kong Offer Shares	: 20,000,000 Shares (subject to adjustment)
Number of International Offer Shares	: 180,000,000 Shares (subject to adjustment and the Over-allotment Option)
Maximum Offer Price	: HK\$3.30 per Offer Share, plus brokerage fee of 1%, SFC transaction levy of 0.004% 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	: 1633

Sole Global Coordinator, Sole Bookrunner, Sole Sponsor and Sole Lead Manager

 **BOC INTERNATIONAL**

The Company is initially offering 200,000,000 Shares (subject to the Over-allotment Option) under the Global Offering, which consists of, under the Hong Kong Public Offering, 20,000,000 Hong Kong Offer Shares (subject to adjustment), and under the International Offering (including the Preferential Offering), 180,000,000 International Offer Shares (subject to adjustment and the Over-allotment Option). For the purposes of paragraph 4.2 of Practice Note 18 of the Listing Rules, the Preferential Offering is regarded as a part of the International Offering, and the number of Offer Shares under the International Offering and the Hong Kong Public Offering, respectively, will initially account for approximately 90% (of which approximately 4.0% is accounted for by the 8,011,700 Reserved Shares available under the Preferential Offering) and 10% of the total number of Offer Shares under the Global Offering (assuming the Over-allotment Option is not exercised). Application has been made to the Listing Committee of the Stock Exchange for the granting of the approval for the listing of, and permission to deal in, the Shares in issue, the Offer Shares (including any additional Shares which may be issued pursuant to the exercise of the Over-allotment Option), Shares to be issued pursuant to the Capitalisation Issue and any Shares which may be issued upon the exercise of any options to be granted under the Share Option Scheme. Dealings in the Shares on the Stock Exchange are expected to commence on Friday, 24 September 2010. Subject to the granting of the approval for the listing of, and permission to deal in, the Shares on the Stock Exchange as well as 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 commencement date of dealings in the Shares on the Stock Exchange or such other date as determined by HKSCC. Settlement of transactions between participants of the Stock Exchange in any trading day is required to take place in CCASS on the second business day thereafter. All activities under CCASS are subject to the General Rules of CCASS and CCASS Operational Procedures in effect from time to time.

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 in the **WHITE** or **YELLOW** Application Forms and the designated website for **HK eIPO White Form** (www.hkeipo.hk). Applications for the Reserved Shares will only be considered on the basis of the terms and conditions set out in the Prospectus and in the **BLUE** Application Form. It should be noted that **multiple applications or suspected multiple applications or any application for more than 10,000,000 Shares, being 50% of the Hong Kong Offer Shares initially comprised in the Hong Kong Public Offering, will be rejected.** Only one application may be made for the benefit of any person on a **WHITE** or **YELLOW** Application Form or by giving **electronic application instructions** to HKSCC via CCASS or to the designated **HK eIPO White Form** Service Provider through the **HK eIPO White Form** service (www.hkeipo.hk). Qualifying Hua Han Shareholders, however, will be entitled to make one application for Hong Kong Offer Shares on **WHITE** or **YELLOW** Application Forms or by giving **electronic application instructions** to HKSCC via CCASS or to the designated **HK eIPO White Form** Service Provider through the **HK eIPO White Form** service (www.hkeipo.hk), in addition to any application for Reserved Shares on their **BLUE** Application Forms. Applicants for any Shares under the Hong Kong Public Offering or the Preferential Offering are required to give an undertaking and confirmation in the

application submitted by them that they and any person for whose benefit they are making the application have not applied for or taken up or indicated an interest for, and will not apply for or take up, or indicate an interest for, any international Offer Shares under the International Offering (except in respect of the Reserved Shares applied for pursuant to the Preferential Offering).

The total number of Offer Shares initially available under the Hong Kong Public Offering (after taking into account any adjustment referred to below) is to be divided equally into two pools for allocation purposes (to the nearest board lot): Pool A and Pool B. The Hong Kong Offer Shares in Pool A will be allocated on an equitable basis to applicants who have applied for Hong Kong Offer Shares with a total subscription amount of HK\$5 million or below (excluding brokerage, SFC transaction levy and Stock Exchange trading fee payable). The Hong Kong Offer Shares in Pool B will be allocated on an equitable basis to applicants who have applied for the Hong Kong Offer Shares with a total subscription amount of more than HK\$5 million (excluding brokerage, SFC transaction levy and Stock Exchange trading fee payable) and up to the total initial value of Pool B. Applicants should be aware that applications in Pool A and Pool B may receive different allocation ratios. If the Hong Kong Offer Shares in one (but not both) of the pools are undersubscribed, the surplus Hong Kong Offer Shares will be transferred to the other pool to satisfy demand in that other pool and be allocated accordingly. Applicants can only receive an allocation of Hong Kong Offer Shares from either Pool A or Pool B but not from both pools.

In order to enable holders of Hua Han Shares to participate in the Global Offering on a preferential basis as to allocation only, Qualifying Hua Han Shareholders are being invited to apply for an aggregate of up to 8,011,700 Reserved Shares (representing approximately 4.0% of the Offer Shares initially available under the Global Offering and approximately 1.0% of the enlarged issued share capital of the Company upon completion of the Global Offering and assuming that the Over-allotment Option is not exercised) in the Preferential Offering on the basis of an Assured Entitlement of 20 Reserved Share for every integral multiple of 4,000 Hua Han Shares held by them as at 5:00 p.m. on the Record Date. Further details of the Assured Entitlement have been announced by Hua Han.

Qualifying Hua Han Shareholders are permitted to apply for a number of Reserved Shares which is greater than, less than or equal to, their Assured Entitlements under the Preferential Offering. A valid application in respect of a number of Reserved Shares less than or equal to a Qualifying Hua Han Shareholder's Assured Entitlement will be accepted in full, subject to the terms and conditions set out in the Prospectus and in the **BLUE** Application Form. If an application is made for a number of Reserved Shares greater than the Assured Entitlement of a Qualifying Hua Han Shareholder, the Assured Entitlement will be satisfied in full, subject as mentioned above, but the excess portion of such application will only be met to the extent that there are sufficient available Reserved Shares resulting from other Qualifying Hua Han Shareholders with an Assured Entitlement declining to take up all or some of their Assured Entitlements. The Sole Bookrunner, on behalf of the Underwriters, will allocate any Reserved Shares not taken up by the Qualifying Hua Han Shareholders first to satisfy the excess applications for the Reserved Shares from other Qualifying

Hua Han Shareholders on a fair and reasonable basis and may give preference to topping-up odd lots to whole board lots, and thereafter, at the discretion of the Sole Bookrunner, to other investors in the International Offering. The Qualifying Hua Han Shareholders should note that the Board will regard any nominee company (including HKSCC Nominees Limited) as a single Shareholder according to the register of members of the Company. Accordingly, the Qualifying Hua Han Shareholders should note that the aforesaid arrangement in relation to the allocation of the excess Reserved Shares on the basis of the top-up arrangement will not be extended to beneficial owners individually. Save for the above, the Preferential Offering will not be subject to the clawback arrangement between the International Offering and the Hong Kong Public Offering. If an application is made for a number of Reserved Shares less than the Assured Entitlement of a Qualifying Hua Han Shareholder, the applicant is recommended to apply for a number in one of the multiples of full board lots stated in the table of multiples and payments on the back page of the **BLUE** Application Form which also states the amount of remittance payable on application for each multiple of full board lots of Reserved Shares. If such applicant does not follow this recommendation when applying for less than the Assured Entitlement, he/she/it must calculate the correct amount of remittance payable on application for the number of Reserved Shares applied for by using the formula set out below the table of multiples and payments on the back page of the **BLUE** Application Form. Any application not accompanied by the correct amount of application monies will be treated as invalid in its entirety and no Reserved Share will be allotted to such applicant. The Sole Bookrunner, on behalf of the Underwriters, will allocate any Assured Entitlements not taken up by Qualifying Hua Han Shareholders to the International Offering.

A **BLUE** Application Form, together with a copy of the Prospectus, are being despatched by the Company to each Qualifying Hua Han Shareholder with an Assured Entitlement to their address recorded on Hua Han's register of members as at 5:00 p.m. on the Record Date. Persons who held their Hua Han Shares as at 5:00 p.m. on the Record Date in CCASS indirectly through a broker or custodian, and wish to participate in the Preferential Offering, should instruct the broker or custodian to apply for the Reserved Shares on their behalf no later than the deadline set by HKSCC or HKSCC Nominees. In order to meet the deadline set by HKSCC, such persons should check with their broker/custodian for the timing on the processing of their instructions, and submit their instructions to their broker/custodian as required by them. Persons who held their Hua Han Shares as at 5:00 p.m. on the Record Date in CCASS directly as a CCASS Investor Participant, and wish to participate in the Preferential Offering, should give their instruction to HKSCC via the CCASS Phone System or CCASS Internet System no later than the deadline set by HKSCC or HKSCC Nominees. Qualifying Hua Han Shareholders who require a replacement **BLUE** Application Form should contact Tricor Investor Services Limited at 26/F, Tesbury Centre, 28 Queen's Road East, Wanchai, Hong Kong.

The Assured Entitlements may represent Shares which are not in a multiple of a full board lot of 1,000 Shares. Dealings in odd lots of Shares may be at or below their prevailing market price.

Qualifying Hua Han Shareholders will receive no preference as to entitlement or allocation in respect of applications for Hong Kong Offer Shares made on **WHITE** or **YELLOW** Application Forms or by giving **electronic application instructions** to HKSCC or through the **HK eIPO White Form** Service Provider under the Hong Kong Public Offering. The procedures for application under and the terms and conditions of the Preferential Offering are set forth in the sections headed “How to Apply for Hong Kong Offer Shares and Reserved Shares” and “Further Terms and Conditions of Hong Kong Public Offering and Preferential Offering” in the Prospectus and on the **BLUE** Application Form.

Assured Entitlements of Qualifying Hua Han Shareholders are not transferable and there will be no trading in nil-paid entitlements on the Stock Exchange. The Sole Bookrunner has the authority to reallocate all or any of the Reserved Shares not taken up by the Qualifying Hua Han Shareholders to the International Offering.

The documents to be issued in connection with the Hong Kong Public Offering and the Preferential Offering (comprising the Prospectus and the Application Forms) will not be registered under any applicable securities legislation of any jurisdiction other than Hong Kong. Accordingly, no Reserved Share is being offered to Overseas Hua Han Shareholders under the Preferential Offering and no BLUE Application Form will be sent to such persons. Applications on BLUE Application Forms will not be accepted from Overseas Hua Han Shareholders or persons who are acting for the benefit of Overseas Hua Han Shareholders.

The International Offering will consist of an initial offering of 180,000,000 Shares by the Company for subscription (subject to adjustment and the Over-allotment Option), as further described in the section headed “Structure of the Global Offering — International Offering” in the Prospectus. The allocation of the Offer Shares between the Hong Kong Public Offering and the International Offering is subject to adjustment as stated in the section headed “Structure of the Global Offering — Pricing and Allocation” in the Prospectus.

Acceptance of all applications for the Hong Kong Offer Shares pursuant to the Hong Kong Public Offering and the Reserved Shares pursuant to the Preferential Offering are conditional on the conditions as stated in the section headed “Structure of the Global Offering — Conditions of the Hong Kong Public Offering and the Preferential Offering” in the Prospectus.

The Offer Price is expected to be fixed by agreement between the Sole Bookrunner (on behalf of the Underwriters) and the Company on the Price Determination Date, when market demand for the Offer Shares will be determined. The Price Determination Date is expected to be on or around 16 September 2010 and in any event, no later than 20 September 2010. Investors applying for Shares under the Hong Kong Public Offering and/or the Preferential Offering must pay, on application, the maximum Offer Price of HK\$3.30 for each Share together with brokerage of 1%,

SFC transaction levy of 0.004% and Stock Exchange trading fee of 0.005% on each Share. If for any reason, the Offer Price is not agreed by 20 September 2010 between the Sole Bookrunner (on behalf of the Underwriters) and the Company, the Global Offering will not proceed and will lapse.

In connection with the Global Offering, the Stabilisation Manager and/or its affiliates and agents, on behalf of the Underwriters, may, to the extent permitted by applicable laws of Hong Kong or elsewhere, over-allocate or effect any other 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 ending on the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering and the Preferential Offering, being 15 October 2010. Any market purchases of Shares will be effected in compliance with all applicable laws and regulatory requirements. However, there is no obligation on the Stabilisation Manager or its agent to conduct any such stabilising activity, which if commenced, will be done at the absolute discretion of the Stabilisation Manager and may be discontinued at any time. Any such stabilising activity is required to be brought to an end within 30 days of the last day for the lodging of applications under the Hong Kong Public Offering and the Preferential Offering, being 15 October 2010. The number of Shares that may be over-allocated will not exceed the number of Shares that may be sold under the Over-allotment Option, namely 30,000,000 Shares, which is approximately 15% of the Offer Shares initially available under the Global Offering. In Hong Kong, stabilising activities must be carried out in accordance with the Securities and Futures (Price Stabilising) Rules, Chapter 571W of the Laws of Hong Kong.

Prospective applicants for and investors in the Shares should note that no stabilising action can be taken to support the price of the Shares for longer than the stabilising period which will begin on the Listing Date, and is expected to expire on 15 October 2010, being the 30th day after the last date for lodging applications under the Hong Kong Public Offering and the Preferential Offering. After this date, when no further stabilising action may be taken, demand for the Shares, and therefore the price of the Shares, could fall. A public announcement in compliance with the Securities and Futures (Price Stabilising) Rules will be made by the Company within seven days of the expiration of the stabilising period.

The Company has granted the Over-allotment Option to the Sole Global Coordinator exercisable at any time from the Price Determination Date up to (and including) the date which is the 30th day after the last date for the lodging of Application Forms under the Hong Kong Public Offering and the Preferential Offering, being 15 October 2010. Pursuant to the Over-allotment Option, the Sole Global Coordinator will have the right to require the Company to allot and issue up to an aggregate of 30,000,000 additional new Shares, representing in aggregate 15% of the Offer Shares initially available under the Global Offering. These Shares will be issued at the Offer Price. The Company will make an announcement if the Over-allotment Option is exercised.

If, based on the level of interest expressed by prospective institutional and professional investors and other investors during the book-building process, the Sole Bookrunner (on behalf of the Underwriters and with the consent of the Company) considers the number of Offer Shares being offered under the Global Offering and/or the indicative Offer Price range inappropriate, the Sole Bookrunner (on behalf of the Underwriters) may reduce the number of Offer Shares being offered under the Global Offering and/or the indicative Offer Price range below that stated in the Prospectus (which is HK\$2.40 to HK\$3.30 per Share) at any time on or prior to the morning of the last day for lodging applications under the Hong Kong Public Offering and the Preferential Offering. In such a case, the Company will, as soon as practicable following the decision to make such reduction, and in any event not later than the morning of the last day for lodging applications under the Hong Kong Public Offering and the Preferential Offering on 15 September 2010, cause to be published in The Standard (in English) and the Hong Kong Economic Times (in Chinese) notice of the reduction in the number of Offer Shares being offered under the Global Offering and/or the indicative Offer Price range. The Offer Price, if agreed upon, will be fixed within such revised Offer Price range. Before submitting applications for Hong Kong Offer Shares and Reserved Shares, applicants should have regard to the possibility that any announcement of a reduction in the number of Offer Shares being offered under the Global Offering and/or the indicative Offer Price range may not be made until the day which is the last day for lodging applications under the Hong Kong Public Offering and the Preferential Offering. In the absence of any notice being published of a reduction in the number of Offer Shares being offered under the Global Offering and/or the indicative Offer Price range stated in the Prospectus on or before the last day for lodging applications under the Hong Kong Public Offering and Preferential Offering, the Offer Price, if agreed upon, will under no circumstances be set outside the Offer Price range as stated in the Prospectus. **Applicants under the Hong Kong Public Offering or the Preferential Offering should still pay the maximum Offer Price stated in the Prospectus of HK\$3.30 per Share, plus brokerage of 1%, SFC transaction levy of 0.004% and Stock Exchange trading fee of 0.005%.**

The application monies, or the appropriate portion thereof, together with the related brokerage of 1.0%, SFC transaction levy of 0.004% and Stock Exchange trading fee of 0.005%, will be refunded if (a) any application is rejected, not accepted or accepted in part only or if the applicants do not receive any Hong Kong Offer Shares and/or Reserved Shares for any of the reasons set out in the section headed “Further Terms and Conditions of Hong Kong Public Offering and Preferential Offering — 6. Circumstances in which you will not be allotted Hong Kong Offer Shares or Reserved Shares” in the Prospectus; (b) the Offer Price as finally determined is less than the maximum Offer Price of HK\$3.30 per Share (excluding brokerage, SFC transaction levy and Stock Exchange trading fee thereon) paid on application; (c) the conditions of the Hong Kong Public Offering or the Preferential Offering are not fulfilled in accordance with the section headed “Structure of the Global Offering — Conditions of the Hong Kong Public Offering and the Preferential Offering” in the Prospectus; or (d) any application is revoked or any allotment pursuant thereto has become void. No interest will be paid thereon. All interest accrued on such monies prior to the date of refund will be retained for the benefit of the Company.

Applicants applying for 1,000,000 Hong Kong Offer Shares or more on a **WHITE** Application Form or 1,000,000 Reserved Shares or more on a **BLUE** Application Form and have indicated their intention in their Application Form to collect their Share certificate(s) and/or refund cheque(s) (where relevant) in person from Tricor Investor Services Limited and have provided all information required by their Application Form, may collect it/them in person from Tricor Investor Services Limited at 26/F, Tesbury Centre, 28 Queen's Road East, Wanchai, Hong Kong, from 9:00 a.m. to 1:00 p.m. on Wednesday, 22 September 2010 or such other dates as notified by the Company in the newspapers as the date of despatch/collection of Share certificate(s)/refund cheque(s). Applicants being individuals who opt for personal collection must not authorise any other person to make collection on their behalf. Applicants being corporate applicants which opt for personal collection, their authorised representative must attend bearing a letter of authorisation from their corporation stamped with their corporation's chop. Both individuals and authorised representatives (if applicable) must produce, at the time of collection, evidence of identity acceptable to Tricor Investor Services Limited. If the applicants do not collect their Share certificate(s) and/or refund cheque(s) (where relevant) in person within the time specified for collection, it/they will be despatched promptly to them by ordinary post to the address as specified in the Application Form at their own risk. Share certificates will only become valid certificates of title if the Global Offering has become unconditional in all respects and the Underwriting Agreement has not been terminated in accordance with its terms, which is expected to be at or around 8:00 a.m. on Friday, 24 September 2010.

If the applicants apply for less than 1,000,000 Hong Kong Offer Shares on a **WHITE** Application Form or 1,000,000 Reserved Shares on a **BLUE** Application Form or if the applicants apply for 1,000,000 Hong Kong Offer Shares or 1,000,000 Reserved Shares or more on a **WHITE** or **BLUE** Application Form but have not indicated on their Application Form that they will collect their Share certificate(s) and/or refund cheque(s) (where relevant) in person, their Share certificate(s) and/or refund cheque(s) (where relevant) will be despatched promptly to them by ordinary post to the address as specified in the Application Form at their own risk.

If the applicants apply for 1,000,000 Hong Kong Offer Shares or more through the **HK eIPO White Form** service by submitting an **HK eIPO White Form** instruction to the **HK eIPO White Form** Service Provider through the designated website at www.hkeipo.hk and their applications are wholly or partially successful, they may collect their Share certificate(s) and/or refund cheque(s) (where relevant) in person from Tricor Investor Services Limited at 26/F, Tesbury Centre, 28 Queen's Road East, Wanchai, Hong Kong, from 9:00 am. to 1:00 p.m. on Wednesday, 22 September 2010,

or such other dates as notified by the Company in the newspapers as the date of despatch/collection of Share certificate(s)/e-Auto Refund payment instructions/refund cheque(s). If the applicants do not collect their Share certificate(s) and/or refund cheque(s) in person within the time specified for collection, they will be despatched promptly to the applicants by ordinary post to the address as specified in the application instructions to the **HK eIPO White Form** Service Provider through the designated website at www.hkeipo.hk at their own risk.

If the applicants apply for less than 1,000,000 Hong Kong Offer Shares through the **HK eIPO White Form**, their Share certificate(s) and/or refund cheque(s) (where relevant) will be despatched promptly to them by ordinary post to the address as specified in the application instructions to the **HK eIPO White Form** Service Provider through the designated website at www.hkeipo.hk at their own risk.

If the applicants have applied through the **HK eIPO White Form** service by paying the application money through a single bank account, refund monies (if any) will be despatched to your application payment bank account in the form of e-Auto Refund payment instructions on 22 September 2010. If you have applied through the **HK eIPO White Form** service by paying the application money through multiple bank accounts, refund cheque(s) will be despatched to the address specified in your application on 22 September 2010 by ordinary post and at your own risk.

For applicants whose payment of application monies is insufficient, or in excess of the required amount, having regard to the number of Hong Kong Offer Shares for which they have applied, or if their application is otherwise rejected by the designated **HK eIPO White Form** Service Provider, the designated **HK eIPO White Form** Service Provider may adopt alternative arrangements for the refund of monies to such applicants. Please refer to the additional information provided by the designated **HK eIPO White Form** Service Provider on the designated website at www.hkeipo.hk.

In relation to applicants applying for Hong Kong Offer Shares on **YELLOW** Application Forms or by giving **electronic application instructions** to HKSCC via CCASS and their applications are wholly or partially successful, their Share certificate(s) will be issued 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 as instructed by them on their **YELLOW** Application Forms on Wednesday, 22 September 2010 or under certain contingent situation, on any other date as shall be determined by HKSCC or HKSCC Nominees. In respect of applicants applying through a designated CCASS Participant (other than a CCASS Investor Participant) for Hong Kong Offer Shares credited to the stock account of their designated CCASS Participants (other than CCASS Investor Participants), they can check the number of Hong Kong Offer Shares allocated to them (and the amount of refund money payable to them if they have instructed a CCASS Clearing Participant or a CCASS Custodian Participant to give **electronic application instructions** on their behalf) with their CCASS Participants.

In respect of applicants applying as CCASS Investor Participants on **YELLOW** Application Forms or by giving **electronic application instructions** to HKSCC via CCASS, the Company expects to make available the results of the Hong Kong Public Offering, including the results of CCASS Investor Participants applications, in the manner described in the subsection headed “How to apply for Hong Kong Offer Shares and Reserved Shares — IV. Publication of Results, Despatch/Collection of Share Certificates and Refunds of Application Monies” in the Prospectus on Wednesday, 22 September 2010. Applicants should check the results made available by the Company and report any discrepancies to HKSCC before 5:00 p.m. on Wednesday, 22 September 2010 or such other date as shall be determined by HKSCC or HKSCC Nominees. Immediately following the credit of the Hong Kong Offer Shares to applicants’ stock account, applicants can check their new account balance via the CCASS phone system and the CCASS internet system (under the procedures contained in HKSCC’s “An Operating Guide for Investor Participants” in effect from time to time). HKSCC will also make available to them an activity statement showing the number of Hong Kong Offer Shares credited to their stock account and (if you are applying by giving **electronic application instructions** to HKSCC) the amount of refund money (if any) credited to your designated bank account.

In respect of applicants applying by giving **electronic application instructions** to HKSCC via CCASS, refund of the application monies (if any) in respect of wholly and partially unsuccessful applications and/or a difference between the Offer Price and the Offer Price per Share initially paid on application, in each case including brokerage of 1%, SFC transaction levy of 0.004% and Stock Exchange trading fee of 0.005%, will be credited to their designated bank account or the designated bank account of their brokers or custodians on Wednesday, 22 September 2010. No interest will be paid thereon.

Shares credited to the stock account of the applicants’ designated CCASS Participant or their CCASS Investor Participant stock account will only become valid Shares if the Global Offering has become unconditional in all respects and the Underwriting Agreement has not been terminated in accordance with its terms, which is expected to be at or around 8:00 a.m. on Friday, 24 September 2010.

Applicants who would like the Shares to be issued in their own names should complete and (i) sign the **WHITE** Application Forms or (ii) submit electronic applications to the designated **HK eIPO White Form** Service Provider through the designated website at www.hkeipo.hk. Applicants who would like to have the Shares issued 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, copies of which, together with the Prospectus, may be obtained from 9:00 a.m. on Friday, 10 September 2010 until 12:00 noon on Wednesday, 15 September 2010 (both days inclusive) at the Depository Counter of HKSCC at 2nd Floor, Vicwood Plaza, 199 Des Voeux Road Central, Hong Kong, or their brokers, who may have the Application Forms and the Prospectus; 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 Friday, 10 September 2010 to 12:00 noon on Wednesday, 15 September 2010 (both days inclusive) at:

BOCI Asia Limited

26th Floor, Bank of China Tower
1 Garden Road
Central
Hong Kong

First Shanghai Securities Limited

19th Floor, Wing On House
71 Des Voeux Road Central
Central
Hong Kong

or any of the following branches of **Bank of China (Hong Kong) Limited**:

	Branch Name	Address
Hong Kong Island	Bank of China Tower Branch	3/F, 1 Garden Road
	409 Hennessy Road Branch	409-415 Hennessy Road, Wan Chai
	Taikoo Shing Branch	Shop G1006, Hoi Sing Mansion, Taikoo Shing
	Central District (Wing On House) Branch	71 Des Voeux Road Central
Kowloon	Kwun Tong Branch	20-24 Yue Man Square, Kwun Tong
	Humphrey's Avenue Branch	4-4A Humphrey's Avenue, Tsim Sha Tsui
	Mong Kok Branch	589 Nathan Road, Mong Kok
	Mei Foo Mount Sterling Mall Branch	Shop N47-49, Mount Sterling Mall, Mei Foo Sun Chuen
	Kowloon Plaza Branch	Unit 1, Kowloon Plaza, 485 Castle Peak Road

New Territories	Lucky Plaza Branch	Lucky Plaza, Wang Pok Street, Shatin
	Castle Peak Road (Tsuen Wan) Branch	201-207 Castle Peak Road, Tsuen Wan
	Sheung Shui Branch	61 San Fung Avenue, Sheung Shui

Completed **WHITE** and **YELLOW** Application Forms with payment attached should be lodged in the special collection boxes provided at any of the branches of the receiving banks referred to above at the following times:

Friday, 10 September 2010 — 9:00 a.m. to 5:00 p.m.
Saturday, 11 September 2010 — 9:00 a.m. to 1:00 p.m.
Monday, 13 September 2010 — 9:00 a.m. to 5:00 p.m.
Tuesday, 14 September 2010 — 9:00 a.m. to 5:00 p.m.
Wednesday, 15 September 2010 — 9:00 a.m. to 12:00 noon

Each Application Form must be accompanied by payment, in the form of either one cheque or one banker's cashier order made payable to "Bank of China (Hong Kong) Nominees Limited — Magic Holdings Public Offer".

Completed **BLUE** Application Forms with payment attached should be lodged in the special collection boxes provided at any of the branches of the receiving banks referred to above or at Tricor Investor Services Limited, 26th Floor, Tesbury Centre, 28 Queen's Road East, Wanchai, Hong Kong at the following times:

Friday, 10 September 2010 — 9:00 a.m. to 5:00 p.m.
Saturday, 11 September 2010 — 9:00 a.m. to 1:00 p.m.
Monday, 13 September 2010 — 9:00 a.m. to 5:00 p.m.
Tuesday, 14 September 2010 — 9:00 a.m. to 5:00 p.m.
Wednesday, 15 September 2010 — 9:00 a.m. to 12:00 noon

Each **BLUE** Application Form must be accompanied by payment, in the form of either one cheque or one banker's cashier order made payable to "Bank of China (Hong Kong) Nominees Limited — Magic Holdings Preferential Offer".

Applicants applying by **HK eIPO White Form** may submit applications to the designated **HK eIPO White Form** Service Provider through the designated website at www.hkeipo.hk from 9:00 a.m. on Friday, 10 September 2010, until 11:30 a.m. on Wednesday, 15 September 2010, or such later time as described under the subsection headed "I. How to Apply for Hong Kong Offer Shares — 7. When may applications be made — (e) Effect of bad weather conditions on the opening of the application lists" in the Prospectus (24 hours daily, except on the last application day). The latest time for completing full payment of application monies in respect of such applications will be 12:00 noon on Wednesday, 15 September 2010, the last application day, or, if the application lists are not open on that day, then by the time and date stated in the subsection headed "I. How to Apply for Hong Kong Offer Shares — 7. When may applications be made — (e) Effect of bad weather conditions on the opening of the application lists" in the Prospectus.

Applicants will not be permitted to submit applications to the **HK eIPO White Form Service Provider** through the designated website at www.hkeipo.hk after 11:30 a.m. on the last day for submitting applications. If applicants have already submitted their applications and obtained their application reference numbers from the website prior to 11:30 a.m., they will be permitted to continue the application process (by completing payment of application monies) until 12:00 noon on the last day for submitting applications, when the application lists close.

Investors can apply for Hong Kong Offer Shares by giving **electronic application instructions** to HKSCC via CCASS as follows:

1. CCASS Investor Participants can give **electronic application instructions** to HKSCC through the CCASS Phone System by calling 2979 7888 or through the CCASS Internet System (<https://ip.ccass.com>) (using the procedures contained in HKSCC's "An Operating Guide for Investor Participants" in effect from time to time). HKSCC can also input **electronic application instructions** for CCASS Investor Participants if they go to the HKSCC Customer Service Centre at 2nd Floor, Vicwood Plaza, 199 Des Voeux Road Central, Hong Kong and complete an input request form. Prospectuses are also available for collection at the HKSCC Customer Service Centre; and
2. those who are not CCASS Investor Participants can instruct their brokers or custodians who are CCASS Clearing Participants or CCASS Custodian Participants to give **electronic application instructions** to HKSCC via CCASS terminals to apply for Hong Kong Offer Shares on their behalf.

CCASS Clearing Participants and Custodian Participants can input **electronic application instructions** at the following times:

Friday, 10 September 2010 — 9:00 a.m. to 8:30 p.m.⁽¹⁾
Saturday, 11 September 2010 — 8:00 a.m. to 1:00 p.m.⁽¹⁾
Monday, 13 September 2010 — 8:00 a.m. to 8:30 p.m.⁽¹⁾
Tuesday, 14 September 2010 — 8:00 a.m. to 8:30 p.m.⁽¹⁾
Wednesday, 15 September 2010 — 8:00 a.m.⁽¹⁾ to 12:00 noon

(1) These times are subject to change as HKSCC may determine from time to time with prior notification to CCASS Clearing Participants or Custodian Participants.

CCASS Investor Participants can input **electronic application instructions** from 9:00 a.m. on Friday, 10 September 2010 until 12:00 noon on Wednesday, 15 September 2010 (24 hours daily, except the last application day).

The application lists will be open from 11:45 a.m. to 12:00 noon on Wednesday, 15 September 2010, except as provided in the subsections headed "I. How to Apply for Hong Kong Offer Shares — 7. When may applications be made — (e) Effect of bad weather conditions on the opening of the application lists" and "II. How to Apply for Reserved Shares — 5. When may applications be made — (c) Effect of bad weather conditions on the opening of the application lists" in the Prospectus.

Subject to the terms and conditions set out in the Prospectus and the Application Forms, applications must be received no later than 12:00 noon on Wednesday, 15 September 2010 (or if the application lists are not open on that day, then by 12:00 noon on the next business day the application lists are open). Please see the section headed “How to Apply for Hong Kong Offer Shares and Reserved Shares” in the Prospectus for further details. The Company will not issue temporary documents of title. No receipt will be issued for application monies.

It is expected that the final Offer Price, the level of indications of interest in the International Offering, the level of applications and the basis of allotment of the Hong Kong Offer Shares and the Reserved Shares will be published on Wednesday, 22 September 2010, in The Standard (in English) and the Hong Kong Economic Times (in Chinese), on the website of the Stock Exchange at www.hkexnews.hk and on the website of the Company at www.magicholdings.co.

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 and the Preferential Offering will be available at the times and date and in various manners as described in the section headed “How to Apply for Hong Kong Offer Shares and Reserved Shares — IV. Publication of results, despatch/collection of share certificates and refunds of application monies” in the Prospectus.

Dealings in the Shares on the Stock Exchange are expected to commence at 9:30 a.m. on Friday, 24 September 2010. The Shares will be traded in board lots of 1,000 Shares.

By order of the Board
Magic Holdings International Limited
Tang Siu Kun Stephen
Chairman

Hong Kong, 10 September 2010

As at the date of this announcement, the executive Directors are Mr. Tang Siu Kun Stephen, Mr. She Yu Yuan (formerly known as She Dan Dan and She Jing Yang), Mr. Luo Yao Wen, Mr. Zhang Kun Mou and Mr. Chen Lei. The independent non-executive Directors are Prof. Dong Yin Mao, Prof. Yang Rude and Mr. Yan Kam Tong.

Please also refer to the published version of this announcement in The Standard.