

Unless otherwise defined in this announcement, terms defined in the prospectus dated 15 December 2010 (the “**Prospectus**”) issued by Dragon Crown Group Holdings Limited (the “**Company**”) have the same meanings when used in this announcement.

This announcement is for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for the Shares. Potential investors should read the Prospectus for detailed information about the Global Offering described below before deciding whether or not to invest in the Shares thereby being offered.

The information contained herein does not constitute or form part of any offer of securities for sale in the United States. The Offer Shares have not been and will not be registered under the U.S. Securities Act and may not be offered or sold 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.

Potential investors of the Hong Kong Offer Shares should note that the Sole Global Coordinator, for itself and on behalf of the other Hong Kong Underwriters, may in their absolute discretion terminate their obligations under the Hong Kong Underwriting Agreement upon giving notice in writing upon the occurrence of any of the events set forth under the section headed “Underwriting – Grounds for termination” in the Prospectus at any time prior to 8:00 a.m. (Hong Kong time) on the Listing Date (which is currently expected to be on 29 December 2010).

In connection with the Global Offering, China Everbright Securities (HK) Limited (the “**Stabilising Manager**”), as the stabilising manager, or any person acting for it, on behalf of the Underwriters, may over-allocate or effect any other transactions with a view to stabilising or maintaining the market price of the Offer Shares at a level higher than that which might otherwise prevail in the open market for a limited period after the commencement of trading in the Shares on the Stock Exchange. Such market purchases of the Offer Shares will be effected in compliance with all applicable laws and regulatory requirements including the Securities and Futures (Price Stabilising) Rules made under the Securities and Futures Ordinance (Cap.571 of the Laws of Hong Kong). However, there is no obligation on the Stabilising Manager or any person acting for it to conduct any such stabilising activity, which if commenced, will be done at the absolute discretion of the Stabilising Manager and may be discontinued at any time. Any such stabilising activity is required to be brought to an end within 30 days after the last day for the lodging of application under the Hong Kong Public Offer (i.e. 19 January 2011). Please refer to the paragraph headed “Stabilisation” under the section “Structure of the Global Offering” in the Prospectus for further details.

The number of Shares being offered in the Global Offering may be increased to up to and not more than an aggregate of 316,250,000 Shares, including 41,250,000 additional Shares through the exercise of the Over-allotment Option granted by the Company to the Sole Global Coordinator (for itself and on behalf of the International Underwriters), representing 15% of the total number of Offer Shares initially being offered in the Global Offering (subject to adjustment and the Over-allotment Option) and are exercisable by the Stabilising Manager on behalf of the International Underwriters to cover over-allocations (if any) in the International Placing, at any time from the day on which trading of the Shares commences on the Stock Exchange until 30 days after the last day for lodging of applications under the Hong Kong Public Offer (i.e. 19 January 2011). After this date, when no further stabilising action may be taken, demand for the Shares, and therefore the price of the Shares, could fall. In the event that the Over-allotment Option is exercised, an announcement will be made on the Company’s website at www.dragoncrown.com and on the Stock Exchange’s website at www.hkexnews.hk.

Dragon Crown Group Holdings Limited

龍翔集團控股有限公司

(incorporated in the Cayman Islands with limited liability)

GLOBAL OFFERING

Number of Offer Shares	: 275,000,000 Shares (subject to the Over-allotment Option)
Number of Hong Kong Offer Shares	: 27,500,000 Shares (subject to adjustment)
Number of International Placing Shares	: 247,500,000 Shares (subject to adjustment and the Over-allotment Option)
Maximum Offer Price	: HK\$2.05 per Offer Share (payable in full on application in Hong Kong dollars and subject to refund), plus brokerage of 1%, SFC transaction levy of 0.003% and Stock Exchange trading fee of 0.005%
Nominal Value	: HK\$0.10 each
Stock Code	: 935

Sponsor



China Everbright Capital Limited

Sole Global Coordinator, Sole Bookrunner and Sole Lead Manager



China Everbright Securities (HK) Limited

Application has been made by the Company to the Listing Committee of the Stock Exchange for the granting of the listing of, and permission to deal in, the Shares in issue and to be issued pursuant to the Global Offering (including any additional Shares which may be issued by the Company pursuant to the exercise of the Over-allotment Option) and any Shares which may be issued under the Share Option Scheme as described in the Prospectus. Assuming that the Hong Kong Public Offer becomes unconditional at or before 8:00 a.m. in Hong Kong on 29 December 2010, dealings in the Shares on the Stock Exchange are expected to commence at 9:30 a.m. on 29 December 2010. The Shares will be traded in board lots of 2,000 Shares. Subject to the granting of 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 date of commencement of dealings in the Shares on the Stock Exchange or any other date as HKSCC chooses. Settlement of transactions between participants of the Stock Exchange 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 for the Shares to be admitted into CCASS.

The Global Offering comprises the Hong Kong Public Offer and the International Placing. A total of 275,000,000 Offer Shares will be initially made available under the Global Offering, of which 27,500,000 Hong Kong Offer Shares, representing 10% of the total number of Offer Shares initially being offered in the Global Offering, for subscription by way of a public offer in Hong Kong at the Offer Price, along with the International Placing of 247,500,000 Offer Shares (subject to adjustment and the Over-allotment Option), representing 90% of the total number of Offer Shares initially being offered in the Global Offering, together with any Offer Shares to be issued as a result of any exercise of the Over-allotment Option (which, if exercise in full, amounts to 316,250,000 Offer Shares). The allocation of the Shares between the Hong Kong Public Offer and the International Placing is subject to adjustment as stated in the paragraph headed “The Global Offering” under the section headed “Structure of the Global Offering” in the Prospectus.

In connection with the Global Offering, the Company is expected to grant to the Sole Global Coordinator (for itself and on behalf of the International Underwriters) the Over-allotment Option which will expire on a date which is 30 days from the date of the last day of lodging application under the Hong Kong Public Offer (i.e. 19 January 2011). Pursuant to the Over-allotment Option, the Company may be required by the Sole Global Coordinator (for itself and on behalf of the International Underwriters) to allot and issue up to and not more than 41,250,000 additional new Shares (representing 15% of the total number of the Offer Shares initially available under the Global Offering) at the Offer Price to cover over-allocations in the International Placing. The Sole Global Coordinator (for itself and on behalf of the International Underwriters) may also cover such over-allocations by, among other means, purchasing Shares in the secondary market or through stock borrowing arrangements or by a combination of these means or otherwise as may be permitted under the applicable laws and regulatory requirements. Any such secondary market purchases will be made in compliance with all application laws, rules and regulations. If the Over-allotment Option is exercised in full, the additional 41,250,000 new Shares will represent approximately 3.6% of the Company’s enlarged issued share capital immediately after completion of the Capitalisation Issue, the Global Offering and the exercise of the Over-allotment Option. In the event that the Over-allotment Option is exercised or expired, a press announcement will be made.

The Offer Price is expected to be fixed by the Price Determination Agreement between the Company and the Sole Global Coordinator (for itself and on behalf of the Underwriters) on or before the Price Determination Date, which is expected to be on or around Monday, 20 December 2010 and, in any event, no later than Tuesday, 21 December 2010. The Offer Price will not be more than HK\$2.05 per Offer Share and is expected to be not less than HK\$1.35 per Offer Share. The Offer Price is expected to fall within the Offer Price range as stated in the Prospectus unless otherwise announced by no later than the morning of the last day for lodging applications under the Hong Kong Public Offer. Investors applying for the Hong Kong Offer Shares must pay, on application, the maximum Offer Price of HK\$2.05 per Offer Share plus a 1.0% brokerage fee, 0.005% Stock Exchange trading fee and 0.003% SFC transaction levy, subject to refund if the Offer Price is lower than HK\$2.05 per Offer Share.

The Sole Global Coordinator (for itself and on behalf of the Underwriters) may, where it considers appropriate, based on the level of interest expressed by prospective professional, institutional and private investors during a book-building process, and with the consent of the Company, reduce the indicative Offer Price range below that stated in the Prospectus at any time prior to the morning of the last day for lodging applications under the Hong Kong Public Offer. 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 lodging applications, Monday, 20 December 2010, under the Hong Kong Public Offer, cause there to be published in The Standard (in English) and the Hong Kong Economic Times (in Chinese) of the reduction in the indicative Offer Price range and such notice will also be available at the Company's website at www.dragoncrown.com and at the website of the Stock Exchange at www.hkexnews.hk.

Upon issue of such a notice, the revised Offer Price range will be final and conclusive and the Offer Price, if agreed upon with the Company, will be fixed within such revised Offer Price range. Such notice will also include confirmation or revision, as appropriate, of the working capital statement, the Global Offering statistics as currently set out in the section headed "Summary" in the Prospectus, and any other financial information which may change as a result of such reduction. If, for any reason, the Offer Price is not agreed between the Company and the Sole Global Coordinator (for itself and on behalf of the Underwriters) by Tuesday, 21 December 2010, the Global Offering (including the Hong Kong Public Offer) will not proceed and will lapse.

For allocation purposes only, the total number of the Offer Shares available under the Hong Kong Public Offer is to be divided equally into two pools: 13,750,000 Shares in Pool A and 13,750,000 Shares in 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 an aggregate subscription price of HK\$5 million (excluding the brokerage, the Stock Exchange trading fee and the SFC transaction levy payable) or less. The Hong Kong Offer Shares in pool B will be allocated on an equitable basis to applicants who have applied for Hong Kong Offer Shares with an aggregate subscription price of more than HK\$5 million (excluding the brokerage, the Stock Exchange trading fee and the SFC transaction levy payable) and up to the value of pool B.

Investors of the Hong Kong Offer Shares should be aware that applications in pool A and applications in pool B, as well as the allocation ratios for application in the same pool may receive different allocation ratios. If the Hong Kong Offer Shares in one (but not both) of the pools are under-subscribed, the surplus Hong Kong Offer Shares will be transferred to the other pool to satisfy demand in that 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. Multiple applications between the two pools and multiple applications within pool A or pool B will be rejected. Any application for more than 100% of the Hong Kong Offer Shares initially available in either Pool A (13,750,000 Shares) or Pool B (13,750,000 Shares) included in the Hong Kong Public Offer will be rejected. Only one application on a **WHITE** or **YELLOW** Application Form or by way of giving electronic application instructions to HKSCC via CCASS may be made for the benefit of any person. Each applicant under the Hong Kong Public Offer will also be required to give an undertaking and confirmation in the application submitted by him or her that he or she and any person(s) for whose benefit he or she is making the application have not indicated an interest for or taken up and will not indicate an interest for or take up any Offer Shares under the International Placing, and such applicant's application will be rejected if the said undertaking and/or confirmation is breached and/or untrue, as the case may be.

Applications for the Hong Kong Offer Shares will only be considered on the basis of the terms and conditions of the Prospectus and the related Application Forms. Applicants who wish to be allotted the Hong Kong Offer Shares in their own names should complete and sign the **WHITE** Application Form.

Applicants who wish to have the Hong Kong Offer Shares allotted and 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 should (i) complete and sign the **YELLOW** Application Form, copies of which, together with the Prospectus, may be obtained during normal business hours from 9:00 a.m. on 15 December 2010 till 12:00 noon on 20 December 2010 at the Depository Counter of HKSCC at 2nd Floor, Vicwood Plaza, 199 Des Voeux Road Central, Hong Kong or your stockbroker, who may have such Application Forms and Prospectus available; or (ii) give **electronic application instructions** to HKSCC via CCASS.

Copies of the Prospectus, together with the **WHITE** Application Forms, may be obtained from:

Any of the following addresses of the Sponsor and the Hong Kong Underwriters:

1. China Everbright Capital Limited
40th Floor, Far East Finance Centre
16 Harcourt Road
Hong Kong
2. China Everbright Securities (HK) Limited
36th Floor, Far East Finance Centre
16 Harcourt Road
Hong Kong
3. First Shanghai Securities Limited
19th Floor, Wing On House
71 Des Voeux Road Central
Hong Kong
4. Mitsubishi UFJ Securities (HK) Capital, Limited
11th Floor., AIA Central
1 Connaught Road, Central
Hong Kong
5. OSK Securities Hong Kong Limited
12th Floor World-Wide House
19 Des Voeux Road Central
Hong Kong
6. VC Brokerage Limited
28th Floor, The Centrium
60 Wyndham Street, Central
Hong Kong

or any of the following branches of Hang Seng Bank Limited:

	Branch Name	Address
Hong Kong Island	Head Office	83 Des Voeux Road Central
	Central District Branch	Basement, Central Building, Pedder Street
	North Point Branch	335 King's Road, North Point
	Sai Wan Ho Branch	171 Shaukiwan Road, Sai Wan Ho
	Wanchai Branch	200 Hennessy Road, Wanchai
Kowloon	Kowloon Main Branch	618 Nathan Road, Mong Kok
	Hankow Road Branch	4 Hankow Road, Tsimshatsui
	Tsimshatsui Branch	18 Carnarvon Road, Tsimshatsui
	Yaumati Branch	363 Nathan Road, Yaumati
	Kwun Tong Branch	70 Yue Man Square, Kwun Tong
New Territories	Shatin Branch	Shop 18, Lucky Plaza, Wang Pok Street, Shatin
	Tai Ho Road Branch	30 Tai Ho Road, Tsuen Wan

Both **WHITE** and **YELLOW** Application Forms completed in all respects (to which cheques or banker's cashier orders should be crossed "Account Payee Only" and made payable to "Hang Seng (Nominee) Limited – Dragon Crown Group Public Offer" and securely stapled) should be deposited in the special collection boxes provided at any of the branches referred to above during the following times:

Wednesday, 15 December 2010 – 9:00 a.m. to 5:00 p.m.
Thursday, 16 December 2010 – 9:00 a.m. to 5:00 p.m.
Friday, 17 December 2010 – 9:00 a.m. to 5:00 p.m.
Saturday, 18 December 2010 – 9:00 a.m. to 1:00 p.m.
Monday, 20 December 2010 – 9:00 a.m. to 12:00 noon

APPLICATIONS BY ELECTRONIC APPLICATION INSTRUCTIONS TO HKSCC

Application by giving **electronic application instructions** to HKSCC can apply for the Hong Kong Offer Shares by giving **electronic application instructions** to HKSCC as follows:

1. CCASS Investor Participant can give **electronic application instructions** to HKSCC through the CCASS Phone System by calling 2979 7888 or through the CCASS Internet System at <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 HKSCC's Customer Service Centre at 2nd Floor, Vicwood Plaza, 199 Des Voeux Road Central, Hong Kong and complete an input request form. Prospectuses are available for collection at the HKSCC's Customer Service Centre.

2. Those who are not CCASS Investor Participants can instruct their brokers or custodians who are CCASS Clearing Participant or CCASS Custodian Participants to give **electronic application instructions** to HKSCC via CCASS terminals to apply for the Hong Kong Offer Shares on their behalf.

CCASS Clearing/Custodian Participants can input **electronic application instructions** at the following times on the following dates:

Wednesday, 15 December 2010	–	9:00 a.m. to 8:30 p.m. ⁽¹⁾
Thursday, 16 December 2010	–	8:00 a.m. to 8:30 p.m. ⁽¹⁾
Friday, 17 December 2010	–	8:00 a.m. to 8:30 p.m. ⁽¹⁾
Saturday, 18 December 2010	–	8:00 a.m. to 1:00 p.m. ⁽¹⁾
Monday, 20 December 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/Custodian Participants.

CCASS Investor Participants can input **electronic application instructions** from 9:00 a.m. on Wednesday, 15 December 2010 until 12:00 noon on Monday, 20 December 2010 (24 hours daily, except the first and the last application days).

The application lists will be open from 11:45 a.m. to 12:00 noon on Monday, 20 December 2010.

Subject to the terms and conditions set out in the Prospectus and the Application Forms relating thereto, applications made on **WHITE** or **YELLOW** Application Forms, or by giving **electronic application instructions** via CCASS, must be received no later than 12:00 noon on Monday, 20 December 2010 (or such later date as a tropical cyclone warning signal number 8 or above or a “black” rainstorm warning signal is in force in Hong Kong as described under the section headed “How to Apply for Hong Kong Offer Shares – Effect of Bad Weather on the Opening of the Application Lists” in the Prospectus). If the application lists are not open on that day, then by 12:00 noon on the next business day the lists are open.

PUBLICATION OF RESULTS

The Company expects to publish the announcement on the Offer Price, level of indication of interest in the International Placing, level of applications in the Hong Kong Public Offer and basis of allotment under the Hong Kong Public Offer by no later than 9:00 a.m. on Tuesday, 28 December 2010 in The Standard (in English), the Hong Kong Economic Times (in Chinese) and on the Company’s website at www.dragoncrown.com and the website of the Stock Exchange at www.hkexnews.hk.

The results of allocations in the Hong Kong Public Offer, including the Hong Kong identity card numbers, passport numbers or Hong Kong business registration numbers of successful applicants (where supplied) and the number of Hong Kong Offer Shares successfully applied for under **WHITE** and **YELLOW** Application Forms, by giving **electronic application instructions** to HKSCC via CCASS will be made available at the times and date and in the manner specified below:

- the Company’s website at www.dragoncrown.com and on the website of the Hong Kong Stock Exchange at www.hkexnews.hk from 9:00 a.m. on Tuesday, 28 December 2010;

- on the Hong Kong Public Offer results of allocations website at www.tricor.com.hk/ipo/result on a 24-hour basis from 8:00 a.m. on Tuesday, 28 December 2010 to 12:00 midnight on Monday, 3 January 2011. The user will be required to key in the Hong Kong identity card/passport/Hong Kong business registration number provided in his/her/its application to search for his/her/its own allocation result;
- from the Hong Kong Public Offer allocation results telephone enquiry line. Applicants may find out whether or not their application has been successful and the number of Hong Kong Offer Shares allocated to them, if any, by calling 3691-8488 between 9:00 a.m. and 6:00 p.m. from Tuesday, 28 December 2010 to Friday, 31 December 2010 (excluding Saturday, Sunday and public holiday); and
- special allocation results booklets setting out the results of allocations will be available for inspection during opening hours of the designated branches of the receiving banker of the Hong Kong Public Offer from Tuesday, 28 December 2010 to Thursday, 30 December 2010 at the address set forth in the sub-section headed “Where to collect the Application Forms” in the Prospectus.

DESPATCH/COLLECTION OF SHARE CERTIFICATES AND REFUND CHEQUES

If you have applied for **1,000,000 Hong Kong Offer Shares or more** on a **WHITE** Application Form and have indicated on your Application Form that you wish to collect your share certificate(s) and/or refund cheque(s) (where applicable) in person, you may collect it/them in person from the Company’s Hong Kong branch shares register and transfer office, Tricor Investor Services Limited at 26/F., Tesbury Centre, 28 Queen’s Road East, Hong Kong between 9:00 a.m. to 1:00 p.m. on Tuesday, 28 December 2010 or such other date notified by the Company in the newspapers as the date of despatch of share certificates/refund cheques. Both individuals and authorised representatives (if applicable) must produce, at the time of collection, identification documents and (where applicable) authorisation documents which must correspond to the information contained in the relevant application form, acceptable to Tricor Investor Services Limited, to collect the share certificate(s) and/or refund cheque, where applicable. Individual applicants who opt for personal collection must not authorise any other person to make collection on their behalf. You must show identification documents acceptable to Tricor Investor Services Limited in order to collect your share certificate(s) and/or refund cheque (if any). Applicants being corporations who opt for personal collection must attend by their authorised representative bearing a letter of authorisation from their corporation stamped with the corporation’s chop.

If you do not collect your share certificate(s) and/or refund cheque(s) (if any) in person within the time specified for collection, it/they will be sent to the address on your Application Form by ordinary post and at your own risk.

If you applied for **less than 1,000,000 Hong Kong Offer Shares** on a **WHITE** Application Form or if you applied for **1,000,000 Hong Kong Offer Shares or more** on a **WHITE** Application Form and have not indicated on your Application Form that you wish to collect your share certificate(s) (where applicable) and/or refund cheque(s) (if any) in person, your share certificate(s) and/or refund cheque(s) (if any) will be sent to the address on your Application Form on or around Tuesday, 28 December 2010 by ordinary post at your own risk.

If you applied for **1,000,000 Hong Kong Offer Shares or more** and you have indicated on your **YELLOW** Application Form that you wish to collect your refund cheque (if any) in person, then you should follow the collection procedures for applicants using **WHITE** Application Form as mentioned above. If you have applied for **1,000,000 Hong Kong Offer Shares or above** and have not indicated on your Application Form that you wish to collect your refund cheque (if any) in person, or if you have applied for less than **1,000,000 Hong Kong Offer Shares**, your refund cheque (if any) will be sent to the address on your Application Form on the date of despatch, which is expected to be on or around Tuesday, 28 December 2010 by ordinary post and at your own risk.

If you have applied using a **YELLOW** Application Form or by giving **electronic application instructions** to HKSCC and your application is wholly or partially successful, your share certificate(s) will be issued in the name of HKSCC Nominees and deposited directly into CCASS for credit to your CCASS Investor Participant stock account or the stock account of any designated CCASS Participant giving **electronic application instructions** on your behalf or as instructed by you in your **YELLOW** Application Form on or around Tuesday, 28 December 2010, or under contingent situation, on any other date as shall be determined by HKSCC or HKSCC Nominees.

If you are applying through a designated CCASS Participant (other than a CCASS Investor Participant), you can check the number of Hong Kong Offer Shares allocated to you (and the amount of refund money payable to you if you have instructed a CCASS Clearing/Custodian Participant to give **electronic application instructions** on your behalf) with that CCASS Participant.

If you are applying as a CCASS Investor Participant, you should check the announcement published by the Company and report any discrepancies to HKSCC before 5:00 p.m. on Tuesday, 28 December 2010 or any other date HKSCC or HKSCC Nominees chooses. You can also check the number of Hong Kong Offer Shares allotted to you and the amount of refund (if any) payable to you (if you are applying by giving **electronic application instructions** to HKSCC) 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) on Tuesday, 28 December 2010. Immediately after the credit of the Hong Kong Offer Shares and the amount of refund (if you apply by giving **electronic application instructions** to HKSCC) to your bank account, HKSCC will also make available to you an activity statement showing the number of Hong Kong Offer Shares credited to your stock account and (if you are applying by giving **electronic application instructions** to HKSCC) the amount of refund monies (if any) credited to your designated bank account.

The Company will not issue temporary documents or evidence of title in respect of the Shares. No receipt will be issued for application monies paid.

If an application is accepted only in part, the Company will refund to the applicant the appropriate portion of application monies, including the related brokerage fee of 1%, the SFC transaction levy of 0.003% and the Stock Exchange trading fee of 0.005%, without interest.

If your application is wholly or partially unsuccessful or if the Offer Price as finally determined is less than the price per Offer Share initially paid on application, the Company will refund your application money, together with the related brokerage fee, SFC transaction levy and Stock Exchange trading fee, without interest. For applications on **WHITE** or **YELLOW** Application Forms, refund cheque(s) crossed “Account payee only” in favor of the applicant (or, in the case of joint applicant, the first-named applicant) will be sent to the applicant by ordinary post, at your own risk, to the address specified on the Application Forms. For applications made by giving **electronic application instructions** to HKSCC via CCASS, refunds (if any) will be credited to your CCASS Investor Participant designated bank account or the designated bank account of the designated CCASS Participant.

Share certificates will only become valid certificates of title at 8:00 a.m. on Wednesday, 29 December 2010 provided that the Global Offering has become unconditional in all respects and the right of termination described in the sub-section headed “Underwriting Arrangements and Expenses” and “Grounds for Termination” in the section headed “Underwriting” in the Prospectus has not been exercised.

COMMENCEMENT OF DEALINGS IN THE OFFER SHARES

Dealings in the Offer Shares on the Main Board are expected to commence at 9:30 a.m. on Wednesday, 29 December 2010.

The Shares will be traded in board lots of 2,000 Shares.

As at the date of this announcement, the executive Directors of the Company are Mr. NG Wai Man, Mr. TING Yian Ann, Mr. CHONG Yat Chin, Ms. CHAN Wan Ming and Mr. KWAN Chun Yuen and the independent non-executive Directors of the Company are Mr. LUO Shijie, Mr. ZHU Wujun and Mr. LAU Sik Yuen.

By order of the Board
DRAGON CROWN GROUP HOLDINGS LIMITED
Ng Wai Man
Chairman

Hong Kong, 15 December 2010

Please also refer to the published version of this announcement in The Standard (in English) and the Hong Kong Economic Times (in Chinese).