

Unless otherwise defined in this announcement, terms defined in the prospectus dated 30 May 2011 (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.

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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\$1.40 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 10 June 2011, dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on 10 June 2011. In the event the Over-allotment Option is exercised, an announcement will be made by the Company.

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 30 May 2011 till 12:00 noon on 2 June 2011 at the Depository Counter of HKSCC at 2nd Floor, Infinitus 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 during normal business hours from 9:00 a.m. on Monday, 30 May 2011 until 12:00 noon on Thursday, 2 June 2011 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. Daewoo Securities (Hong Kong) Limited
Suites 2005-2012
Two International Finance Centre
8 Finance Street
Central
Hong Kong

4. First Shanghai Securities Limited
19th Floor, Wing On House
71 Des Voeux Road Central
Hong Kong

5. 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 from 9:00 a.m. on Monday, 30 May 2011 until 12:00 noon on Thursday, 2 June 2011.

CCASS Participants can input **electronic application instructions** from 9:00 a.m. on Monday, 30 May 2011 until 12:00 noon on Thursday, 2 June 2011.

Please refer to the "Structure of the Global Offering" and "How to apply for Hong Kong Public Offer Shares" sections of the Prospectus for details of the conditions and procedures of the Hong Kong Public Offer.

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 Thursday, 9 June 2011 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) at www.tricor.com.hk/ipo/result and through a variety of channels from Thursday, 9 June 2011.

COMMENCEMENT OF DEALINGS IN THE OFFER SHARES

Dealings in the Offer Shares on the Main Board are expected to commence at 9:00 a.m. on Friday, 10 June 2011. The Shares will be traded in board lots of 2,000 Shares. The stock code of the Company is 935.

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, 30 May 2011

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