
IMPORTANT

If you are in any doubt about any of the contents of this prospectus, you should obtain independent professional advice.



Travel Expert (Asia) Enterprises Limited

專業旅運 (亞洲) 企業有限公司

(Incorporated in the Cayman Islands with limited liability)

PLACING AND PUBLIC OFFER

Number of Offer Shares	: 100,000,000 Shares
Number of Placing Shares	: 90,000,000 Shares (subject to re-allocation)
Number of Public Offer Shares	: 10,000,000 Shares (subject to re-allocation)
Maximum Offer Price	: HK\$0.69 per Offer Share (payable in full on application, subject to refund, plus brokerage of 1%, Stock Exchange trading fee of 0.005% and SFC transaction levy of 0.003%)
Nominal value	: HK\$0.01 per Share
Stock code	: 1235

Sole Sponsor



Sole Bookrunner



Joint Lead Managers



Hong Kong Exchanges and Clearing Limited, The Stock Exchange of Hong Kong Limited and Hong Kong Securities Clearing Company Limited take no responsibility for the contents of this prospectus, 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 prospectus.

A copy of this prospectus, having attached thereto the documents specified in appendix VI "Documents delivered to the Registrar of Companies and available for inspection" to this prospectus, has been registered by the Registrar of Companies in Hong Kong as required by Section 342C of the Companies Ordinance (Chapter 32 of the Laws of Hong Kong). The Securities and Futures Commission and the Registrar of Companies in Hong Kong take no responsibility as to the contents of this prospectus or any other documents referred to above.

The Offer Price (as defined in this prospectus) which is currently expected to be not less than HK\$0.56 per Offer Share and will not be more than HK\$0.69 per Offer Share, is expected to be fixed by an agreement between the Sole Bookrunner (for itself and on behalf of the Underwriters) and the Company on or before the Price Determination Date (as defined in this prospectus) which is currently expected to be on or before Thursday, 22 September 2011 and, in any event, not later than Friday, 23 September 2011. The Sole Bookrunner (acting for itself and on behalf of the Underwriters) may with the consent of the Company reduce the number of Offer Shares and/or the indicative Offer Price range stated in this prospectus at any time prior to the morning of the last day for lodging applications under the Public Offer. In such a case, a notice of the reduction of the number of Offer Shares and/or the indicative Offer Price range will be published in the South China Morning Post (in English), the Hong Kong Economic Times (in Chinese) and the respective websites of the Stock Exchange (www.hkexnews.hk) and the Company (www.travelexpert.com.hk) not later than the morning of the last day for lodging applications under the Public Offer. If, for any reason, the Offer Price is not agreed between the Company and the Sole Bookrunner (for itself and on behalf of the Underwriters), the Share Offer will not proceed and will lapse.

Pursuant to the force majeure provisions contained in the Public Offer Underwriting Agreement in respect of the Share Offer, the Sole Bookrunner (for itself and on behalf of the Underwriters) have the right, in certain circumstances, subject to its sole and absolute opinion, to terminate the obligations of the Public Offer Underwriters under the Public Offer Underwriting Agreement at any time prior to 8:00 a.m. (Hong Kong time) on the Listing Date (which is expected to be on Thursday, 29 September 2011). Further details of the terms of the force majeure provisions are set out in the section headed "Underwriting" of this prospectus.

Prior to making any investment decision, prospective investors should carefully consider all of the information contained in this prospectus including the risk factors set out in the section headed "Risk factors".

Prospective investors of the Share Offer should note that the Underwriters are entitled to terminate their obligations under the Underwriting Agreements by notice in writing by the Sole Bookrunner (for itself and on behalf of the Underwriters) upon the occurrence of any events set forth under the paragraph headed "Grounds for termination" under the section headed "Underwriting" in this prospectus at any time prior to 8:00 a.m. (Hong Kong time) on the Listing Date.

16 September 2011