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This announcement is not an offer for sale of any securities of the Company in the United States or elsewhere. Securities of the Company have not been and will not be registered under the United States Securities Act of 1933, as amended (the “**Securities Act**”) and may not be offered or sold in the United States absent registration or an exemption from registration under the Securities Act.

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



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



Application has been made by the Company to the Listing Committee of the Stock Exchange for the listing of, and permission to deal in, the Shares in issue and to be issued pursuant to (i) the Share Offer and the Capitalisation Issue; and (ii) the exercise of the options granted under the Pre-IPO Share Option Scheme and the options which may be granted under the Share Option Scheme. Dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Thursday, 29 September 2011.

The Offer Price will be not more than HK\$0.69 per Share and is expected to be not less than HK\$0.56 per Share. Applicants for the Public Offer Shares are required to pay, on application, the maximum Offer Price of HK\$0.69 for each Public Offer Share together with a brokerage of 1%, SFC transaction levy of 0.003% and Stock Exchange trading fee of 0.005%, subject to refund if the Offer Price should be lower than HK\$0.69. Applications for the Offer Shares will only be considered on the basis of the terms and conditions set out in the Prospectus.

Applicants who wish to have the Public Offer Shares allotted and issued in their own names should (i) complete and sign the **WHITE** Application Forms or; (ii) apply online through the designated website of the **HK eIPO White Form** Service Provider at www.hkeipo.hk. Applicants who wish to have the Public Offer Shares allotted and issued in the name of HKSCC Nominees Limited 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 Forms; or (ii) give **electronic application instructions** to HKSCC via CCASS.

Copies of the Prospectus, together with the **WHITE** Application Forms, may be obtained during business hours from 9:00 a.m. on Friday, 16 September 2011 until 12:00 noon on Wednesday, 21 September 2011, from:

1. **OSK Capital Hong Kong Limited**
12th Floor
World-wide House
19 Des Voeux Road Central
Hong Kong
2. **OSK Securities Hong Kong Limited**
12th Floor
World-wide House
19 Des Voeux Road Central
Hong Kong
3. **ABCI Securities Company Limited**
Unit 1302B, 13th Floor, Fairmont House
8 Cotton Tree Drive, Central
Hong Kong

4. any of the following branches of **Hang Seng Bank Limited**:

	<u>Branch Name</u>	<u>Address</u>
Hong Kong Island	Head Office	83 Des Voeux Road Central
	Causeway Bay Branch	28 Yee Wo Street
Kowloon	Tsimshatsui Branch	18 Carnarvon Road
	Kwun Tong Branch	70 Yue Man Square
	Kowloon Main Branch	618 Nathan Road
New Territories	Shatin Branch	Shop 18 Lucky Plaza, Wang Pok Street, Shatin
	Yuen Long Branch	93 Castle Peak Road
	Tsuen Wan Branch	289 Sha Tsui Road, Tsuen Wan

Applicants applying using the **YELLOW** Application Form can collect such Application Forms and the Prospectus during normal business hours from 9:00 a.m. on 16 September 2011 until 12:00 noon on 21 September 2011 from:

- (i) the Depository Counter of HKSCC at 2nd Floor, Infinitus Plaza, 199 Des Voeux Road Central, Hong Kong; or
- (ii) the applicants' broker, who may have such Application Forms and the Prospectus available.

Each Eligible Employee can collect a **PINK** Application Form and the Prospectus from the Company's headquarters and principal place of business in Hong Kong at First Floor, Grand Building, 18 Connaught Road Central, Hong Kong. **PINK** Application Forms completed by Eligible Employees in all respects in accordance with the instructions printed thereon, together with payment attached, must be lodged at the Company's headquarters and principal place of business in Hong Kong at First Floor, Grand Building, 18 Connaught Road Central, Hong Kong by 4:00 p.m. on Tuesday, 20 September 2011.

Applicants applying by **HK eIPO White Form** may submit their applications to the **HK eIPO White Form** Service Provider through the designated website at **www.hkeipo.hk** from 9:00 a.m. on Friday, 16 September 2011 until 11:30 a.m. on Wednesday, 21 September 2011 or such later time as described in the paragraph

headed “Effect of bad weather on the opening of the application lists” (24 hours daily, except on the last application day) in the section headed “How to Apply for the Public Offer Shares” in the Prospectus.

CCASS Participants can input **electronic application instructions** from 9:00 a.m. on Friday, 16 September 2011 until 12:00 noon on Wednesday, 21 September 2011.

Please refer to the “Structure and conditions of the Share Offer” and “How to Apply for the Public Offer Shares” sections of the Prospectus for details of the conditions and procedures of the Share Offer.

The Company expects to publish the announcement on the Offer Price, the level of applications in the Public Offer, the general level of indication of interest in the Placing, the basis of allotment and the results of applications under the Public Offer on Wednesday, 28 September 2011, in the South China Morning Post (in English) and the Hong Kong Economic Times (in Chinese), and on the Company’s website at www.travelexpert.com.hk and the website of the Stock Exchange at www.hkexnews.hk.

Results of allocations of the Public Offer, including the Hong Kong identity card/passport/Hong Kong business registration numbers of successful applicants (where supplied) and the number of Public Offer Shares successfully applied for, will be made available at the times and date and in the manner as described in the section headed “How to Apply for the Public Offer Shares — Publication of Results” in the Prospectus.

Dealings in the Shares on the Stock Exchange are expected to commence on Thursday, 29 September 2011. The Shares will be traded in board lots of 5,000 Shares each. The Company will not issue any temporary document of title. No receipt will be issued for sums paid on application.

By order of the Board
Travel Expert (Asia) Enterprises Limited
Ko, Wai Ming Daniel
Chairman

Hong Kong, 16 September 2011

Please refer to the published version of this announcement in the South China Morning Post.

As at the date of this announcement, our executive Directors are Mr. Ko, Wai Ming Daniel, Ms. Cheng, Hang Fan and Mr. Kam, Tze Ming Alfred and our independent non-executive Directors are Mr. Mak, King Sau, Mr. Szeto, Chi Man and Mr. Yung, Ha Kuk Victor.