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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 29 June 2012 (the "Prospectus") issued by Sheen Tai Holdings Group Company Limited (the "Company") for detailed information about the Share Offer described below before deciding whether or not to invest in the Shares thereby being offered.

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

Sheen Tai Holdings Group Company Limited

順泰控股集團有限公司

(incorporated in the Cayman Islands with limited liability)

SHARE OFFER

- Number of Offer Shares : 100,000,000 Shares (subject to the Over-allotment Option)**
- Number of Public Offer Shares : 10,000,000 Shares (subject to re-allocation)**
- Number of Placing Shares : 90,000,000 Shares (subject to the Over-allotment Option and re-allocation)**
- Maximum Offer Price : HK\$1.68 per Offer Share (payable in full upon application in Hong Kong dollars and subject to refund on final pricing), plus brokerage of 1%, SFC transaction levy of 0.003% and Stock Exchange trading fee of 0.005%**
- Nominal Value : HK\$0.01 per Share**
- Stock Code : 1335**

Sole Bookrunner, Sole Lead Manager and Sole Sponsor



Application has been made by the Company 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 and to be issued as mentioned in the Prospectus, including the Offer Shares (including any Shares which may be issued by the Company pursuant to the exercise of the Over-allotment Option) and Shares which may be issued pursuant to the exercise of the Pre-IPO Share Options and options which may be granted under the Share Option Scheme. Subject to the granting of the approval for the listing of, and permission to deal in, the Shares in issue and to be issued as described in the Prospectus, as well as upon 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 such other date as may be determined by HKSCC. All necessary arrangements have been made for the Shares to be admitted into CCASS. Settlement of transactions between participants of the Stock Exchange on any trading day is required to take place in CCASS on the second trading day thereafter. All activities under CCASS are subject to the General Rules of CCASS and the CCASS Operational Procedures in effect from time to time.

Initially, a total of 100,000,000 Shares (subject to the Over-allotment Option) will be made available under the Share Offer, which consists of 10,000,000 Public Offer Shares (subject to re-allocation) and 90,000,000 Placing Shares (subject to the Over-allotment Option and re-allocation), representing approximately 10% and 90% of the total number of Offer Shares initially available under the Share Offer respectively. The Offer Price will not be more than HK\$1.68 per Offer Share and is currently expected to be not less than HK\$1.08 per Offer Share unless otherwise announced. Investors applying for Shares under the Public Offer must pay, on application, the maximum Offer Price of HK\$1.68 for each Offer Share together with a brokerage of 1%, SFC transaction levy of 0.003% and Stock Exchange trading fee of 0.005% on each Share.

Applications for the Public Offer Shares will only be considered on the basis of the terms and conditions of the Prospectus and the related Application Forms.

Applicants who would like to be allotted the Public Offer Shares in their own names should complete and sign the **WHITE** Application Form or apply by means of **HK eIPO White Form** by submitting applications online through the designated website at www.hkeipo.hk.

Applicants who would like to have the allotted Public Offer 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 (i) complete and sign the **YELLOW** Application Form; or (ii) give **electronic application instructions** to HKSCC via CCASS.

WHERE TO COLLECT THE APPLICATION FORMS

Copies of the Prospectus, together with the **WHITE** Application Forms, may be obtained during normal business hours from 9:00 a.m. on Friday, 29 June 2012 until 12:00 noon on Thursday, 5 July 2012 from:

Haitong International Securities Company Limited at 25/F New World Tower, 16-18 Queen's Road Central, Hong Kong

China Everbright Securities (HK) Limited at 36th Floor, Far East Finance Centre, 16 Harcourt Road, Hong Kong

Sanfull Securities Limited at Room 2001-6, Cosco Tower, 183 Queen's Road Central, Hong Kong

or any of the following branches of Standard Chartered Bank (Hong Kong) Limited:

	Name of Branch	Address
Hong Kong Island	Des Voeux Road Branch	Standard Chartered Bank Building, 4-4A, Des Voeux Road Central, Central
	Wanchai Southorn Branch	Shop C2 on G/F and 1/F, Lee Wing Building, No. 156-162 Hennessy Road, Wanchai
	Quarry Bay Branch	G/F, Westlands Gardens, 1027 King's Road, Quarry Bay
	North Point Centre Branch	North Point Centre, 284 King's Road, North Point
	Causeway Bay Branch	G/F, Yee Wah Mansion, 38-40A Yee Wo Street, Causeway Bay
Kowloon	Kwun Tong Branch	1A Yue Man Square, Kwun Tong
	Tsimshatsui Branch	G/F, 10 Granville Road, Tsimshatsui
	San Po Kong Branch	Shop A, G/F, Perfect Industrial Building, 31 Tai Yau Street, San Po Kong
New Territories	Tsuen Wan Branch	Shop C, G/F & 1/F, Jade Plaza, 298 Sha Tsui Road, Tsuen Wan
	Yuen Long Fung Nin Road Branch	Shop B at G/F and 1/F, Man Cheong Building, 247 Castle Peak Road, Yuen Long
	Tseung Kwan O Branch	Shop G37-40, G/F, Hau Tak Shopping Centre East Wing, Hau Tak Estate, Tseung Kwan O
	New Town Plaza Branch	Shop 215, 222 & 223, Phase 1, New Town Plaza, Shatin

Copies of the Prospectus, together with the **YELLOW** Application Forms, may be obtained during normal business hours from 9:00 a.m. on Friday, 29 June 2012 until 12:00 noon on Thursday, 5 July 2012 at (i) the Depository Counter of HKSCC at 2nd Floor, Infinitus Plaza, 199 Des Voeux Road Central, Hong Kong; or (ii) your broker may have **YELLOW** Application Forms and the Prospectus available.

APPLICATIONS BY HK eIPO WHITE FORM

Applicants applying by **HK eIPO White Form** may submit applications to the **HK eIPO White Form Service Provider** through the designated website at www.hkeipo.hk from 9:00 a.m. on Friday, 29 June 2012 until 11:30 a.m. on Thursday, 5 July 2012 or such later time as described under the section headed "How to apply for the Public Offer Shares – Effect of bad weather on the opening of the application lists" in the Prospectus (24 hours daily, except on the last day for submitting applications).

Investors (if you are a CCASS Participant) can also apply for Public Offer Shares by giving **electronic application instructions** to HKSCC via CCASS:

CCASS Participants can input **electronic application instructions** from 9:00 a.m. on Friday, 29 June 2012 until 12:00 noon on Thursday, 5 July 2012.

The application lists will open from 11:45 a.m. to 12:00 noon on Thursday, 5 July 2012.

Please refer to the sections headed “Structure and conditions of the Share Offer” and “How to apply for the Public Offer Shares” in the Prospectus for more details.

PUBLICATION OF RESULTS

It is expected that the final Offer Price, level of applications of the Public Offer, indication of the level of interests in the Placing and basis of allocation of the Public Offer Shares will be published on Thursday, 12 July 2012 in The Standard (in English) and the Hong Kong Economic Journal (in Chinese) and on the Stock Exchange’s website at www.hkex.com.hk and the Company’s website at www.sheentai.com.

Results of allocations in the 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 Public Offer Shares successfully applied for under **WHITE** Application Forms, or **YELLOW** Application Forms or the designated **HK eIPO White Form** Service Provider through the designated **HK eIPO White Form** website or by giving **electronic application instructions** to HKSCC via CCASS will be available in the manner as specified in the section headed “How to apply for the Public Offer Shares – Publication of results” in the Prospectus.

The Company will not issue any temporary documents of title and no receipt will be issued for application monies paid. Dealing in the Shares on the Stock Exchange is expected to commence at 9:00 a.m. on Friday, 13 July 2012. The Shares will be traded in board lots of 2,000 each. The stock code of the Company is 1335.

By order of the Board of
Sheen Tai Holdings Group Company Limited
Guo Yumin
Chairman

Hong Kong, 29 June 2012

As at the date of this announcement, our executive Directors are Mr. Guo Yumin, Madam Xia Yu, Mr. Huang Bo and Mr. Bau Siu Fung and our independent non-executive Directors are Ms. Fan Qing, Mr. Lo Wa Kei, Roy and Mr. Fong Wo, Felix.

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

This announcement is available for viewing on the Company’s website at www.sheentai.com and the website of the Stock Exchange at www.hkexnews.hk.