

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited 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.



FUGUINIAO CO., LTD.

富貴鳥股份有限公司

(A joint stock company incorporated in the People's Republic of China with limited liability)
(Stock Code: 1819)

ANNOUNCEMENT

CLARIFICATION TO PRESS ARTICLES

The board (the “**Board**”) of directors (the “**Directors**”) of Fuguiniao Co., Ltd. (the “**Company**”) noted there were news articles (the “**Articles**”) published on 22 August 2014 about the Company and its subsidiaries (the “**Group**”), alleging that, among other things, Mr. Lu Wenli, the chief executive officer of the Company, has made certain statements that the Company might change the use of the proceeds (the “**IPO Proceeds**”) from the global offering of the Company that were originally allocated for opening new retail outlets as disclosed in the section headed “Future Plans and Use of Proceeds” in the prospectus of the Company dated 10 December 2013 (the “**Prospectus**”) due to retail market conditions of the People’s Republic of China (the “**PRC**”).

In relation to the above information reported in the Articles, the Board wishes to clarify as follows:

- As of the date of this announcement, the IPO Proceeds were applied (to the extent that they have been applied) and will be applied in accordance with the proposed applications set out in the section headed “Future Plans and Use of Proceeds” in the Prospectus, and the Board does not have any intention or plan to change the use of IPO Proceeds as disclosed in the Prospectus;
- The Company will take into account various factors, including, among others, the overall economic conditions and the retail market environment in the PRC, when implementing the plan of opening new retail outlets and applying the IPO proceeds allocated for such purpose as disclosed in the Prospectus;

- As disclosed in the Company’s interim results announcement dated 21 August 2014 for the six months ended 30 June 2014, the Company newly opened 205 retail outlets in the first half of 2014; and
- In the event that the Board considers any adjustment is needed to be made to the use of IPO proceeds as disclosed in the Prospectus in future, the Company will comply with the relevant Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, its articles of association and other applicable laws and regulations, and publish an announcement accordingly.

The Company hereby reminds the shareholders and potential investors of the Company that they shall only rely on the information published by the Company in the form of announcements, and shall exercise caution when dealing in the shares of the Company.

By order of the Board
Fuguiniao Co., Ltd.
Lam Wo Ping
Chairman

Hong Kong, 27 August 2014

As at the date of this announcement, the executive Directors are Mr. Lam Wo Ping, Mr. Lam Wing Ho, Mr. Lam Wo Sze, Mr. Lam Kwok Keung and Mr. Hong Huihuang; the non-executive Director is Mr. Zhai Gang; and the independent non-executive Directors are Mr. Wang Zhiqiang, Ms. Long Xiaoning, Mr. Li Yuzhong and Ms. Chan Wah Man, Carman.