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Jin Cai Holdings Company Limited

金彩控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 01250)

INSIDE INFORMATION PROPOSED BIDDING FOR THE ACQUISITION OF LAND USE RIGHTS

This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (“**Board**”) of directors (the “**Directors**”) of Jin Cai Holdings Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) announces that, in order to obtain land for the construction of the Group’s headquarter and research and development center, Shenzhen Oceania Printing Company Limited* (深圳大洋洲印務有限公司) (“**Shenzhen Oceania**”), an indirect wholly-owned subsidiary of the Company, is considering to place a bid at the auction organized by Shenzhen Land & Real Estate Exchange Center* (深圳市土地房產交易中心) (the “**Exchange Center**”) for the land use rights over a piece of land located at Longgang District, Shenzhen (the “**Land**”), with an aggregate site area of approximately 5,242 square metres and an aggregate construction area of approximately 20,960 square metres (“**Bidding of the Land**”). The initial asking price of the listing for bidding (掛牌起始價) of the Land is RMB21,900,000. The period for the Bidding of the Land is from 10 November 2014 to 25 November 2014.

In order to obtain qualification for bidding for the Land, on 21 November 2014, Shenzhen Oceania had paid performance deposit (履約保證金) of RMB2,200,000 for the Land to the Exchange Center. If Shenzhen Oceania wins the bid, such performance deposit will be applied towards settling part of the consideration for the acquisition of the land use rights. If Shenzhen Oceania does not place a bid or the bidding by Shenzhen Oceania is not successful, the performance deposits will be refunded to Shenzhen Oceania without interest.

The Exchange Center is a government body and an independent third party. The Exchange Center has been entrusted by Urban Planning Land and Resources Commission of Shenzhen Municipality* (深圳市規劃和國土資源委員會) to manage the bidding for, among others, the Land.

The Group may or may not place a bid for the Land, and if the Group places a bid for the Land, there is no certainty that the Group will succeed with the bidding. The Bidding of the Land, if successful, may constitute a notifiable transaction of the Company.

The Company will publish further announcement(s) as and when appropriate to inform the shareholders and potential investors of the Company in respect of any material update in relation to the above in accordance with the Listing Rules.

As the Bidding of the Land may or may not proceed and there is no certainty that the Group will succeed in the said bidding, shareholders and potential investors of the Company should exercise caution when dealing in the shares of the Company.

By Order of the Board
Jin Cai Holdings Company Limited
HUANG Li
Chairman

Hong Kong, 21 November 2014

As at the date of this announcement, the Board comprises six Directors, namely Ms. Huang Li and Mr. Zheng Hua as executive Directors; Mr. Huang Chao as non-executive Director; Mr. Zeng Shiquan, Mr. Tam Tak Kei Raymond and Professor Lam Sing Kwong Simon as independent non-executive Directors.

* *For identification purpose only*