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SOUTH EAST GROUP LIMITED

(東南國際集團有限公司) *

(Incorporated in Bermuda with limited liability)

(Stock Code: 726)

CHANGE OF FINANCIAL YEAR END

This announcement is made by the board of directors (the “**Board**”) of South East Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.51(4) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

The Board would like to announce that it has resolved to change the financial year end date of the Company from 31 March to 31 December commencing from the financial period ending on 31 December 2015 (the “**Change**”).

REASONS FOR THE CHANGE

Unless otherwise stated herein, capitalized terms used herein shall have the same meanings as those defined in the circular of the Company dated 30 April 2015 in relation to, among other things, the Share Subscription, the CB Subscription and the Whitewash Waiver. (the “**Circular**”). As set out in the Circular, completion of the Share Subscription Agreement is conditional upon, among other things, the Board having passed a resolution on or before 30 June 2015 to adopt the Change.

The Change is also to facilitate the future development direction of the Group, whose medium to long term strategic plan is to make investments in or acquire new business opportunities in the upstream property development sector in the PRC. In light of the Group’s operations are to be carried out mostly through its subsidiaries established or to be established in the People’s Republic of China, which are statutorily required to close their accounts with the financial year end date of 31 December (the “**PRC Operation Subsidiaries**”), and the financial results of the PRC Operating Subsidiaries are to be consolidated into the Company’s consolidated accounts each year, the Change is therefore to align with the financial year end date of the PRC Operating Subsidiaries and thereby streamlining the preparation of the consolidated financial statements of the Group.

For the above reasons and for the purpose of satisfying one of the conditions for completion of the Share Subscription Agreement, the Board believes that it is in the Company's interests that the Change be effectuated.

SUBSEQUENT FINANCIAL REPORTING

Following the Change, the deadlines for publishing the consolidated financial information of the Company for the respective reporting periods will be as follows:

	Deadline for publishing	
	Announcement	Financial Report
Audited consolidated financial information of the Group for the 12 months ended 31 March 2015	30 June 2015 (unaffected)	31 July 2015 (unaffected)
Unaudited consolidated financial information of the Group for the 6 months ending 30 September 2015	30 November 2015 (unaffected)	31 December 2015 (unaffected)
Audited consolidated financial information of the Group for the 9 months ending 31 December 2015	31 March 2016	30 April 2016
Unaudited consolidated financial information of the Group for the 6 months ending 30 June 2016	31 August 2016	30 September 2016

To the best of its knowledge and belief, the Board does not foresee any material adverse impact on the Group resulting from the Change and there is no other significant matter that needs to be brought to the attention of the shareholders of the Company in this regard.

By order of the Board of
South East Group Limited
Yeung Chun Wai, Anthony
Chairman and Executive Director

Hong Kong, 22 May 2015

As at the date of this announcement, the Board comprises six Directors, namely Mr. Yeung Chun Wai, Anthony (Chairman), Mr. Chen Domingo (Deputy Chairman) and Mr. Chan Chi Yuen as executive Directors; Mr. Lee Chi Ming, Mr. Chan Chi Hung, Anthony and Mr. Jiang Hongqing as independent non-executive Directors.

* *For identification purposes only*