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# **SUN ART**

**Retail Group Limited**

## **SUN ART RETAIL GROUP LIMITED**

**高鑫零售有限公司**

*(Incorporated in Hong Kong with limited liability)*

**(Stock code: 06808)**

### **INSIDE INFORMATION; UNUSUAL PRICE AND TRADING VOLUME MOVEMENTS; AND RESUMPTION OF TRADING**

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

Reference is made to the announcement of the Company dated 17 February 2017 on the trading halt in the Company’s shares on The Stock Exchange of Hong Kong Limited (“**Stock Exchange**”) pending the publication of an announcement relating to inside information of the Company (the “**Announcement**”). Capitalized terms used herein shall bear the same meanings as defined in the Announcement unless otherwise stated.

The board (“**Board**”) of directors (“**Directors**”) of the Company (together with its subsidiaries, the “**Group**”) has noted the unusual increase in the share price and trading volume of the shares of the Company today. The Directors are aware of an article published in the Commercial Times of Taipei following an interview between the press and Mr. Samuel Yin, founder of one of the Company’s substantial shareholders, the Ruentex group of companies (the “**Article**”) in respect of the Group’s potential cooperation with certain online platform operators, including “Suning”, “Alibaba” and “Tencent”.

The Directors confirm that they strategically believe that sourcing a partner with strong online capability is the optimal way to further develop the Group’s businesses. The Company is currently in very early stage of discussions with certain third parties, including “Suning”, in respect of potential cooperation, though no substantive discussions have taken place at this stage as to the structure or terms of any such cooperation. These preliminary discussions are still ongoing but the Company cannot provide any assurance that any such transaction will proceed. These third parties do not currently include “Alibaba” or “Tencent” (as had been reported in the Article) but the Company cannot rule out the possibility of entering into cooperation with any significant online platform at this stage. The Company will make further announcements as and when appropriate.

**Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.**

Save as disclosed above, having made such enquiry with respect to the Company as is reasonable in the circumstances, the Board confirms that it is not aware of any reasons for these price and volume movements or of any information which must be announced to avoid a false market in the Company's securities. This announcement is made by the order of the Board. The Board collectively and individually accepts responsibility for the accuracy of this announcement.

**RESUMPTION OF TRADING**

At the request of the Company, trading of the shares of the Company on the Stock Exchange was halted with effect from 1:30 p.m. on 17 February 2017 pending the release of this announcement. Application has been made to the Stock Exchange for the resumption of trading of the shares of the Company on the Stock Exchange with effect from 9:00 a.m. on 20 February 2017.

By Order of the Board  
**Sun Art Retail Group Limited**  
**Bruno, Robert MERCIER**  
*Chief Executive Officer*

Hong Kong, 17 February 2017

As at the date of this announcement, the directors of the Company are:

*Executive Directors:*

Bruno, Robert MERCIER (*Chief Executive Officer*)  
HUANG Ming-Tuan

*Non-executive Directors:*

CHENG Chuan-Tai (*Chairman*)  
Benoit, Claude, Francois, Marie, Joseph LECLERCQ  
Xavier, Marie, Alain DELOM de MEZERAC  
Wilhelm, Louis HUBNER

*Independent Non-executive Directors:*

Karen Yifen CHANG  
Desmond MURRAY  
HE Yi