

SUMMARY

Offer Price and Net Proceeds

- The Offer Price has been determined at HK\$1.39 per Offer Share (excluding brokerage of 1.0%, SFC transaction levy of 0.0027% and the Stock Exchange trading fee of 0.005%).
- Based on the Offer Price of HK\$1.39 per Share, the net proceeds from the Global Offering to be received by the Company (before any exercise of the Over-allotment Option) after deducting underwriting fees and estimated expenses in connection with the Global Offering, is estimated to be approximately HK\$114.5 million. The Company intends to apply such net proceeds in the manner set out in the paragraph “Offer Price and Net Proceeds” below in this announcement.

Applications under the Hong Kong Public Offering and the Employee Preferential Offering

- The Offer Shares initially offered under the Hong Kong Public Offering (including the Employee Preferential Offering) have been very significantly over-subscribed. A total of 10,140 valid applications have been received pursuant to the Hong Kong Public Offering for a total of 1,296,310,000 Hong Kong Offer Shares, representing approximately 104 times of the 12,500,000 Hong Kong Offer Shares initially available for subscription under the Hong Kong Public Offering.
- Due to the very significant over-subscription (by more than 100 times) in the Hong Kong Public Offering, the reallocation procedures as described in the section “Structure and Conditions of the Global Offering – Hong Kong Public Offering – Reallocation” in the Prospectus have been applied and the final number of Offer Shares under the Hong Kong Public Offering has been increased to 62,500,000 Offer Shares (including the Employee Reserved Shares), representing 50% of the Offer Shares initially available under the Global Offering (before any exercise of the Over-allotment Option).
- 76 valid applications have been received pursuant to the Employee Preferential Offering on **PINK** Application Forms for a total of 1,990,000 Employee Reserved Shares, representing approximately 1.6 times of the 1,250,000 Employee Reserved Shares initially available for subscription under the Employee Preferential Offering. As the Employee Preferential Offering has been oversubscribed, none of the Employee Reserved Shares have been made available for subscription by the public under the Hong Kong Public Offering.

International Placing and the Over-allotment Option

- The Offer Shares initially offered under the International Placing have been moderately over-subscribed. The final number of Offer Shares under the International Placing is 62,500,000 Shares, representing 50% of the Offer Shares initially available under the Global Offering (before any exercise of the Over-allotment Option).

- In connection with the Global Offering, the Company has granted the Over-allotment Option to the Sole Global Coordinator exercisable by it on behalf of the International Underwriters at any time from the date of the International Underwriting Agreement until Sunday, 21 December 2014, being the 30th day after the last day for lodging applications under the Hong Kong Public Offering, to require the Company to issue and allot up to an aggregate of 18,750,000 additional Shares at the Offer Price to cover over-allocations in the International Placing, if any. There has been an over-allocation of 18,750,000 Shares in the International Placing and such over-allocation has been covered through the stock borrowing arrangement under the Stock Borrowing Agreement between Evergloss Management Group Company Limited and the Sole Global Coordinator. If the Over-allotment Option is exercised, an announcement will be made in accordance with the Listing Rules. As at the date of this announcement, the Over-allotment Option has not been exercised.

Results of Allocations

- The results of allocations and the Hong Kong identity card/passport/Hong Kong business registration numbers of successful applicants under the Hong Kong Public Offering and the Employee Preferential Offering will be available at the times and dates and in the manner specified below:
 - in this announcement posted on the Company's website at http://www.egltours.com/travel/pages/investor_relations/#eng and the Stock Exchange's website at www.hkexnews.hk by no later than 8:00 a.m. on Thursday, 27 November 2014;
 - from the designated results of allocations website at www.tricor.com.hk/ipo/result with a "search by ID" function on a 24-hour basis from 8:00 a.m. on Thursday, 27 November 2014 to 12:00 midnight on Wednesday, 3 December 2014;
 - by telephone enquiry line by calling (852) 3691 8488 between 9:00 a.m. and 6:00 p.m. from Thursday, 27 November 2014 to Tuesday, 2 December 2014 (excluding Saturday and Sunday);
 - in the special allocation results booklets which will be available for inspection during opening hours from Thursday, 27 November 2014 to Monday, 1 December 2014 at all the receiving bank branches at the addresses set out in the paragraph "Results of Allocations" below in this announcement.
- The level of indication of interests in the International Placing, the level of applications in the Hong Kong Public Offering and the Employee Preferential Offering and the basis of allocation of the Hong Kong Offer Shares and the Employee Reserved Shares are also published on Thursday, 27 November 2014 in South China Morning Post (in English) and Hong Kong Economic Times (in Chinese) (the "Newspapers").

Despatch/Collection of Share Certificates and Refund Monies

- Applicants who have applied for 1,000,000 or more Hong Kong Offer Shares under **WHITE** Application Forms and have provided all information required by the relevant Application Form may collect their refund cheque(s) and/or share certificate(s) from the Hong Kong Branch Share Registrar, Tricor Investor Services Limited at Level 22, Hopewell Centre, 183 Queen's Road East, Hong Kong, from 9:00 a.m. to 1:00 p.m. on Thursday, 27 November 2014 or such other date as notified by the Company in the Newspapers. If such applicants do not collect their refund cheque(s) and/or share certificate(s) personally within the time specified for collection, they will be despatched promptly to the address specified in their Application Form by ordinary post at their own risk.
- Applicants who have applied for less than 1,000,000 Hong Kong Offer Shares under **WHITE** Application Forms and/or Employee Reserved Shares under **PINK** Application Form, will have their refund cheque(s) and/or share certificate(s) sent to their address on the relevant Application Form on Thursday, 27 November 2014, by ordinary post and at their own risk.
- Wholly or partially successful applicants who have applied for 1,000,000 or more Hong Kong Offer Shares through the **HK eIPO White Form** service may collect their share certificate(s) from the Hong Kong Branch Share Registrar, Tricor Investor Services Limited at Level 22, Hopewell Centre, 183 Queen's Road East, Hong Kong, from 9:00 a.m. to 1:00 p.m. on Thursday, 27 November 2014 or such other date as notified by the Company in the Newspapers. If such applicants do not collect their share certificate(s) personally within the time specified for collection, and for applicants who have applied for less than 1,000,000 Hong Kong Offer Shares through the **HK eIPO White Form** service, their share certificate(s) will be sent to the address specified in their application instructions by ordinary post at their own risk.
- For applicants using the **HK eIPO White Form** service and who have paid the application monies from a single bank account, any refund monies will be despatched to that bank account in the form of e-Auto Refund payment instructions. For applicants using the **HK eIPO White Form** service and who have paid the application monies from multiple bank accounts, any refund monies will be despatched to the address as specified in their application instructions in the form of refund cheque(s) by ordinary post at their own risk.
- Wholly or partially successful applicants using a **YELLOW** Application Form or who gave **electronic application instructions** to HKSCC will have their share certificate(s) issued in the name of HKSCC Nominees and deposited into CCASS for credit to their designated CCASS Participant's stock account or their CCASS Investor Participant stock account as stated in their applications on Thursday, 27 November 2014, or, on any other date determined by HKSCC or HKSCC Nominees.

- Wholly or partially unsuccessful applicants who have applied for 1,000,000 or more Hong Kong Offer Shares under **YELLOW** Application Forms may collect their refund cheque(s) from the Hong Kong Branch Share Registrar, Tricor Investor Services Limited at Level 22, Hopewell Centre, 183 Queen's Road East, Hong Kong, from 9:00 a.m. to 1:00 p.m. on Thursday, 27 November 2014 or such other date as notified by the Company in the Newspapers. If such applicants do not collect their refund cheque(s) personally within the time specified for collection, they will be despatched promptly to the address specified in their Application Form by ordinary post at their own risk.
- Wholly or partially unsuccessful applicants who have applied for less than 1,000,000 Hong Kong Offer Shares under **YELLOW** Application Forms will have their refund cheque(s) sent to the address on the relevant Application Form on Thursday, 27 November 2014, by ordinary post and at their own risk.
- Refund of application monies in respect of wholly or partially unsuccessful applications who gave **electronic application instructions** to HKSCC will be credited to their designated bank account or the designated bank account of their broker or custodian on Thursday, 27 November 2014.

Commencement of Dealings

- No temporary document of title will be issued in respect of the Shares. No receipt will be issued for sums paid on application. Share certificates for the Offer Shares will only become valid certificates of title at 8:00 a.m. on Friday, 28 November 2014, provided that (i) the Global Offering has become unconditional in all respects and (ii) the right of termination as described in the section "Underwriting – Underwriting Arrangements and Expenses – Hong Kong Public Offering – Grounds for termination" in the Prospectus has not been exercised.
- Assuming that the Global Offering becomes unconditional in all aspects at 8:00 a.m. on Friday, 28 November 2014, dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Friday, 28 November 2014. The Shares will be traded in board lots of 2,000 Shares each. The stock code of the Shares is 6882.

OFFER PRICE AND NET PROCEEDS

The Offer Price has been determined at HK\$1.39 per Offer Share (exclusive of brokerage of 1.0%, the SFC transaction levy of 0.0027% and the Stock Exchange trading fee of 0.005%).

Based on the Offer Price of HK\$1.39 per Share, the net proceeds from the Global Offering to be received by the Company (before any exercise of the Over-allotment Option) after deducting underwriting fees and estimated expenses in connection with the Global Offering (the “**Net Proceeds**”), is estimated to be approximately HK\$114.5 million.

The Group intends to use the Net Proceeds from the Global Offering as follows:

- (i) approximately HK\$40.1 million (approximately 35% of our Net Proceeds) to enhance our sales channels, including:
 - refurbishment and facelifting of our existing branches; and
 - development of a comprehensive online web portal equipped with an integrated online booking system and upgrading our hardware;
- (ii) approximately HK\$28.6 million (approximately 25% of our Net Proceeds) to promote our brand image and recognition through marketing initiatives, including:
 - conducting marketing initiatives with a focus on conventional media channels, including television, magazines and internet advertisements;
 - employing featured products or signature tours marketing campaigns with suitable spokespersons, such as high-end gourmet tours; and
 - launching of a reward and incentive scheme to enhance customer loyalty under our membership system;
- (iii) approximately HK\$30.9 million (approximately 27% of our Net Proceeds) to strengthen operational infrastructure to deliver sustainable growth, including:
 - improving our management information system by implementing an enterprise resources planning system;
 - arranging charter flights to destinations which are not served by scheduled flights; and
 - recruiting experienced employees to join our ranks;
- (iv) approximately HK\$5.7 million (approximately 5% of our Net Proceeds) to develop overseas wedding tours; and
- (v) the balance for working capital and other general corporate purposes.

For details, please see the section “Future Plans and Use of Proceeds” in the Prospectus.

APPLICATIONS UNDER THE HONG KONG PUBLIC OFFERING AND THE EMPLOYEE PREFERENTIAL OFFERING

The Offer Shares initially offered under the Hong Kong Public Offering (including the Employee Preferential Offering) have been very significantly over-subscribed.

At the close of the application lists at 12:00 noon on Friday, 21 November 2014, a total of 10,140 valid applications pursuant to the Hong Kong Public Offering on (i) **WHITE, YELLOW and PINK** Application Forms, (ii) through giving **electronic application instructions** to HKSCC via CCASS, and (iii) to the **HK eIPO White Form** Service Provider under the **HK eIPO White Form** service (www.hkeipo.hk), for a total of 1,296,310,000 Hong Kong Offer Shares were received, representing approximately 104 times of 12,500,000 Hong Kong Offer Shares initially available for subscription under the Hong Kong Public Offering.

Out of the 10,140 valid applications for a total of 1,296,310,000 Hong Kong Offer Shares:

- 9,988 valid applications for a total of 892,376,000 Shares were for Hong Kong Offer Shares with an aggregate subscription amount based on the maximum Offer Price of HK\$1.48 per Offer Share (excluding brokerage of 1.0%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005%) of HK\$5,000,000 or less (equivalent to approximately 159 times of the 5,626,000 Shares initially available for allocation in pool A of the Hong Kong Public Offering);
- 76 valid applications for a total of 401,944,000 Shares were for Hong Kong Offer Shares with an aggregate subscription amount based on the maximum Offer Price of HK\$1.48 per Offer Share (excluding brokerage of 1.0%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005%) of more than HK\$5,000,000 (equivalent to approximately 71 times of the 5,624,000 Shares initially available for allocation in pool B of the Hong Kong Public Offering); and
- 76 valid applications for a total of 1,990,000 Shares were for Employee Reserved Shares under the Employee Preferential Offering on **PINK** Application Forms, representing approximately 1.6 times of the 1,250,000 Employee Reserved Shares initially available for subscription under the Employee Preferential Offering. As the Employee Preferential Offering has been over-subscribed, none of the Employee Reserved Shares have been made available for subscription by the public under the Hong Kong Public Offering.

Nine applications have been rejected due to bounced cheques. Nine invalid applications which have not been completed in accordance with the instructions on the Application Forms, ten multiple applications or suspected multiple applications, and no application for more than 50% of the Hong Kong Offer Shares initially available under the Hong Kong Public Offering (being 50% of the 11,250,000 Hong Kong Offer Shares initially available under the Hong Kong Public Offering after deducting 1,250,000 Employee Reserved Shares) has been identified.

Due to the very significant over-subscription in the Hong Kong Public Offering, the reallocation procedures as described in the section “Structure and Conditions of the Global Offering – Hong Kong Public Offering – Reallocation” in the Prospectus have been applied and the final number of Offer Shares under the Hong Kong Public Offering has been increased to 62,500,000 Offer Shares (including the Employee Reserved Shares), representing 50% of the Offer Shares initially available under the Global Offering (before any exercise of the Over-allotment Option).

The Offer Shares offered in the Hong Kong Public Offering and the Employee Preferential Offering were conditionally allocated on the basis set forth in the paragraph “Basis of Allotment under the Hong Kong Public Offering and the Employee Preferential Offering” below in this announcement.

INTERNATIONAL PLACING AND OVER-ALLOTMENT OPTION

The International Placing has been moderately over-subscribed. The final number of Offer Shares under the International Placing is 62,500,000 Shares, representing 50% of the Offer Shares initially available under the Global Offering (before any exercise of the Over-allotment Option).

In connection with the Global Offering, the Company has granted the Over-allotment Option to the Sole Global Coordinator, exercisable by it on behalf of the International Underwriters at any time from the date of the International Underwriting Agreement until Sunday, 21 December 2014, being the 30th day after the last day for lodging applications under the Hong Kong Public Offering, to require the Company to issue and allot up to an aggregate of 18,750,000 additional Shares at the Offer Price to cover over-allocations in the International Placing, if any. There has been an over-allocation of 18,750,000 Shares in the International Placing and such over-allocation has been covered through the stock borrowing arrangement under the Stock Borrowing Agreement between Evergloss Management Group Company Limited and the Sole Global Coordinator. If the Over-allotment Option is exercised, an announcement will be made in accordance with the Listing Rules on the Company’s website at http://www.egltours.com/travel/pages/investor_relations/#eng and the Stock Exchange’s website at www.hkexnews.hk. As of the date of this announcement, the Over-allotment Option has not been exercised.

The Directors confirm that no Offer Shares under the International Placing has been allocated to applicants who are connected persons of the Company, Directors, existing beneficial owners or their respective close associates within the meaning of the Listing Rules. The International Placing is in compliance with the placing guidelines for equity securities as set out in Appendix 6 to the Listing Rules. None of the Sole Sponsor, the Underwriters and their affiliated companies and the connected clients (as defined in Appendix 6 to the Listing Rules) has taken up any Offer Shares for its own benefits under the Global Offering. The Directors confirm that the three largest public shareholders of the Company do not hold more than 50% of the Shares held in public hands at the time of the Listing in compliance with Rules 8.08(3) and 8.24 of the Listing Rules. The Directors further confirm that none of the placees under the International Placing will become a substantial Shareholder (as defined under the Listing Rules) of the Company after the International Placing, and the Company’s public float will satisfy the minimum percentage prescribed under Rule 8.08 of the Listing Rules after the International Placing. No placee will, individually, be placed with more than 10% of the enlarged issued share capital of the Company immediately after the Global Offering. As such, the Directors confirm that there will not be any new substantial Shareholder immediately after the Global Offering, and the number of Shares in public hands will satisfy the minimum percentage as required under Rule 8.08 of the Listing Rules.

BASIS OF ALLOTMENT UNDER THE HONG KONG PUBLIC OFFERING AND THE EMPLOYEE PREFERENTIAL OFFERING

Subject to the satisfaction of the conditions set out in the section “Structure and Conditions of the Global Offering – Hong Kong Public Offering” in the Prospectus, valid applications made by the public on **WHITE** and **YELLOW** Application Forms, to the **HK eIPO White Form** Service Provider under the **HK eIPO White Form** service and through giving **electronic application instructions** to HKSCC via CCASS will be conditionally allocated on the basis set out below:

Pool A

Number of Shares applied for	Number of valid applications	Basis of allocation/ballot	Approximate allocation percentage of the total number of Hong Kong Offer Shares applied for
2,000	1,741	88 out of 1,741 applicants to receive 2,000 shares	5.05%
4,000	684	66 out of 684 applicants to receive 2,000 shares	4.82%
6,000	985	136 out of 985 applicants to receive 2,000 shares	4.60%
8,000	253	45 out of 253 applicants to receive 2,000 shares	4.45%
10,000	1,318	277 out of 1,318 applicants to receive 2,000 shares	4.20%
12,000	226	55 out of 226 applicants to receive 2,000 shares	4.06%
14,000	270	72 out of 270 applicants to receive 2,000 shares	3.81%
16,000	61	18 out of 61 applicants to receive 2,000 shares	3.69%
18,000	277	89 out of 277 applicants to receive 2,000 shares	3.57%
20,000	1,363	480 out of 1,363 applicants to receive 2,000 shares	3.52%
30,000	282	149 out of 282 applicants to receive 2,000 shares	3.52%
40,000	222	156 out of 222 applicants to receive 2,000 shares	3.51%
50,000	203	178 out of 203 applicants to receive 2,000 shares	3.51%
60,000	97	2,000 shares plus 5 out of 97 applicants to receive an additional 2,000 shares	3.51%
70,000	199	2,000 shares plus 43 out of 199 applicants to receive an additional 2,000 shares	3.47%
80,000	155	2,000 shares plus 60 out of 155 applicants to receive an additional 2,000 shares	3.47%
90,000	41	2,000 shares plus 23 out of 41 applicants to receive an additional 2,000 shares	3.47%
100,000	545	2,000 shares plus 393 out of 545 applicants to receive an additional 2,000 shares	3.44%
200,000	298	6,000 shares plus 129 out of 298 applicants to receive an additional 2,000 shares	3.43%
300,000	204	10,000 shares plus 27 out of 204 applicants to receive an additional 2,000 shares	3.42%
400,000	102	12,000 shares plus 84 out of 102 applicants to receive an additional 2,000 shares	3.41%

Number of Shares applied for	Number of valid applications	Basis of allocation/ballot	Approximate allocation percentage of the total number of Hong Kong Offer Shares applied for
500,000	78	16,000 shares plus 39 out of 78 applicants to receive an additional 2,000 shares	3.40%
600,000	42	20,000 shares plus 8 out of 42 applicants to receive an additional 2,000 shares	3.40%
700,000	37	22,000 shares plus 31 out of 37 applicants to receive an additional 2,000 shares	3.38%
800,000	35	26,000 shares plus 17 out of 35 applicants to receive an additional 2,000 shares	3.37%
900,000	12	30,000 shares plus 2 out of 12 applicants to receive an additional 2,000 shares	3.37%
1,000,000	144	32,000 shares plus 115 out of 144 applicants to receive an additional 2,000 shares	3.36%
2,000,000	69	66,000 shares plus 35 out of 69 applicants to receive an additional 2,000 shares	3.35%
3,000,000	45	100,000 shares plus 13 out of 45 applicants to receive an additional 2,000 shares	3.35%
TOTAL	<u>9,988</u>		

Pool B

Number of Shares applied for	Number of valid applications	Basis of allocation/ballot	Approximate allocation percentage of the total number of Hong Kong Offer Shares applied for
4,000,000	13	304,000 shares plus 6 out of 13 applicants to receive an additional 2,000 shares	7.62%
5,000,000	7	380,000 shares plus 4 out of 7 applicants to receive an additional 2,000 shares	7.62%
5,624,000	56	428,000 shares plus 12 out of 56 applicants to receive an additional 2,000 shares	7.62%
TOTAL	<u>76</u>		

Valid applications made by Eligible Employees on **PINK** Application Forms will be conditionally allotted on the basis set out below:

Number of Shares applied for	Number of valid applications	Basis of allocation/ballot	Approximate allocation percentage of the total number of Employee Reserved Shares applied for
2,000	12	2,000 shares	100.00%
4,000	14	2,000 shares plus 13 out of 14 applicants to receive an additional 2,000 shares	96.43%
6,000	9	4,000 shares plus 6 out of 9 applicants to receive an additional 2,000 shares	88.89%
8,000	4	6,000 shares plus 2 out of 4 applicants to receive an additional 2,000 shares	87.50%
10,000	16	8,000 shares plus 4 out of 16 applicants to receive an additional 2,000 shares	85.00%
12,000	2	10,000 shares	83.33%
20,000	7	14,000 shares	70.00%
30,000	1	20,000 shares	66.67%
40,000	3	26,000 shares	65.00%
50,000	3	32,000 shares	64.00%
100,000	3	60,000 shares plus 1 out of 3 applicants to receive an additional 2,000 shares	60.67%
200,000	1	116,000 shares	58.00%
700,000	1	350,000 shares	50.00%
TOTAL	76		

RESULTS OF ALLOCATIONS

The results of allocations and the Hong Kong identity card/passport/Hong Kong business registration numbers of successful applicants under the Hong Kong Public Offering and the Employee Preferential Offering will be available at the times and dates and in the manner specified below:

- in this announcement posted on the Company's website at http://www.egltours.com/travel/pages/investor_relations/#eng and the Stock Exchange's website at www.hkexnews.hk by no later than Thursday, 27 November 2014;
- from the designated results of allocations website at www.tricor.com.hk/ipo/result with a "search by ID" function on a 24-hour basis from 8:00 a.m. on Thursday, 27 November 2014 to 12:00 midnight on Wednesday, 3 December 2014;
- by telephone enquiry line by calling (852) 3691 8488 between 9:00 a.m. and 6:00 p.m. from Thursday, 27 November 2014 to Tuesday, 2 December 2014 (excluding Saturday and Sunday);

- in the special allocation results booklets which will be available for inspection during opening hours from Thursday, 27 November 2014 to Monday, 1 December 2014 at all the receiving bank branches at the following addresses of The Bank of East Asia, Limited:

	Branch name	Branch address
Hong Kong Island	Main Branch	10 Des Voeux Road Central, Central
	North Point Branch	326-328 King's Road, North Point
Kowloon	Prince Edward Branch	G/F, Hanley House, 776-778 Nathan Road, Prince Edward
	Hoi Yuen Road Branch	Unit 1, G/F, Hewlett Centre, 54 Hoi Yuen Road, Kwun Tong
	East Tsim Sha Tsui Branch	Shop G3-G5, G/F, East Ocean Centre, 98 Granville Road, Tsim Sha Tsui
New Territories	Shatin Plaza Branch	Shop 3-4, Level 1, Shatin Plaza, Shatin
	Tuen Mun Town Plaza Branch	Shop 2-10, UG/F, Tuen Mun Town Plaza Phase II, 3 Tuen Lung Street, Tuen Mun
	Tsuen Wan Branch	239-243 Sha Tsui Road, Tsuen Wan

The level of indication of interests in the International Placing, the level of applications in the Hong Kong Public Offering and the Employee Preferential Offering and the basis of allocation of the Hong Kong Offer Shares and the Employee Reserved Shares are also published on Thursday, 27 November 2014 in the Newspapers.