
THIS CIRCULAR IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION

If you are in any doubt as to any aspect of this circular or as to the action to be taken, you should consult your licensed securities dealer, registered institution in securities, bank manager, solicitor, professional accountant or other professional adviser.

If you have sold or transferred all your shares in Hong Long Holdings Limited (the “Company”), you should at once hand this circular to the purchaser or the transferee or to the bank, licensed securities dealer, registered institution in securities or other agent through whom the sales or transfer was effected for transmission to the purchaser or the transferee.

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鴻隆控股
HONG LONG
Holdings

鴻隆控股有限公司

Hong Long Holdings Limited

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 1383)

PROPOSED CHANGE OF NAME OF THE COMPANY
AND
NOTICE OF EXTRAORDINARY GENERAL MEETING

A letter from the board of directors of the Company is set out from pages 3 to 5 of this circular.

A notice convening the extraordinary general meeting of the Company to be held at Training Room B, The Joint Professional Centre, Unit 1, G/F., The Center, 99 Queen’s Road Central, Hong Kong on Wednesday, 1 February 2012 at 4 p.m. or any adjournment thereof is set out from pages 6 to 7 of this circular. A form of proxy for use at the extraordinary general meeting is enclosed. Such form of proxy is also published on the website of The Stock Exchange of Hong Kong Limited (www.hkexnews.hk).

Whether or not you are able to attend the meeting in person, you are requested to complete and return the accompanying form of proxy to the branch share registrar of the Company at Tricor Investor Services Limited at 26/F., Tesbury Centre, 28 Queen’s Road East, Wanchai, Hong Kong as soon as possible and in any event not less than 48 hours before the time appointed for the holding of the extraordinary general meeting of the Company. Completion and return of the form of proxy shall not preclude you from attending and voting in person at the extraordinary general meeting of the Company should you so wish.

10 January 2012

CONTENTS

	<i>Page</i>
DEFINITIONS	1
LETTER FROM THE BOARD	3
NOTICE OF THE EGM	6

DEFINITIONS

In this circular, unless the context otherwise requires, capitalised terms used shall have the following meanings:

“Board”	the board of Directors
“Company”	Hong Long Holdings Limited, a company incorporated in the Cayman Islands with limited liability, the shares of which are listed on main board of the Stock Exchange
“Director(s)”	the director(s) of the Company
“EGM”	an extraordinary general meeting of the Company to be convened to consider and held at Training Room B, The Joint Professional Centre, Unit 1, G/F., The Center, 99 Queen’s Road Central, Hong Kong on Wednesday, 1 February 2012 at 4:00 p.m. or any adjournment thereof (as the case may be), to consider and, if it thought fit, approve the Proposed Change of Company Name
“Group”	the Company and its subsidiaries
“HK\$”	Hong Kong dollar(s), the lawful currency of Hong Kong
“Hong Kong”	the Hong Kong Special Administrative Region of the PRC
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange
“Notice of the EGM”	the notice convening the EGM as set out on page 6 to 7 of this circular
“PRC”	the People’s Republic of China, which for the purpose of this circular, excludes Hong Kong, the Macau Special Administrative Region and Taiwan
“Proposed Change of Company Name”	the proposed change of the name of the Company from “Hong Long Holdings Limited” to “Sun Century Group Limited” together with adoption of “太陽世紀集團有限公司” as its Chinese name for identification purposes only
“Share(s)”	the ordinary share(s) of HK\$0.01 each in the share capital of the Company

DEFINITIONS

“Special Resolution”	the proposed special resolution on the Proposed Change of Company Name as referred to in the Notice of the EGM
“Shareholder(s)”	holder(s) of the Shares
“Stock Exchange”	The Stock Exchange of Hong Kong Limited

LETTER FROM THE BOARD



鴻隆控股
HONG LONG
Holdings

鴻隆控股有限公司
Hong Long Holdings Limited

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 1383)

Executive Directors:

Mr. CHAU Cheok Wa (*Chairman*)
Mr. ZENG Yunshu
Mr. LEE Chi Shing Caesar
Ms. YEUNG So Mui
Ms. CHENG Mei Ching
Ms. YEUNG So Lai
Mr. LEUNG Ming Ho Vincent

Registered office:

Cricket Square
Hutchins Drive
P.O. Box 2681
George Town
Grand Cayman KY1-1111
Cayman Islands

Independent non-executive Directors:

Dr. LI Jun
Mr. CHEUNG Ngai Lam
Mr. CHEUNG Kwok Yu

*Head office and principal place of business
in Hong Kong:*

Room A of 49th Floor and
Area L of 50th Floor
Office Tower
Convention Plaza
1 Harbour Road
Wanchai
Hong Kong

10 January 2012

To the Shareholders

Dear Sir or Madam,

**PROPOSED CHANGE OF NAME OF THE COMPANY
AND
NOTICE OF EXTRAORDINARY GENERAL MEETING**

INTRODUCTION

The purpose of this circular is to provide you with Notice of the EGM, and information in respect of the Special Resolution to be proposed at the EGM to be held on Wednesday, 1 February 2012 at 4:00 p.m. at Training Room B, The Joint Professional Centre, Unit 1, G/F., The Center, 99 Queen's Road Central, Hong Kong for the approval of the Proposed Change of Company Name.

LETTER FROM THE BOARD

CHANGE OF NAME OF THE COMPANY

The Board of Directors of Hong Long Holdings Limited proposes to change the English name of the Company to “Sun Century Group Limited” and to adopt “太陽世紀集團有限公司” as its Chinese name for identification purposes only.

Conditions for the Proposed Change of Company Name

The Proposed Change of Company Name is subject to (i) the passing of the Special Resolution by the Shareholders at the EGM to be convened by the Company; and (ii) the entry on the register by of the Registrars of the Companies in Cayman Islands.

The Company will carry out the necessary filing procedures with the Registrar of Companies in Cayman Islands. The new names of the Company will take effect from the date on which the Registrar of Companies in Cayman Islands enters the new names of the Company on the register in place of the former name. The Registrar of Companies in Cayman Islands is expected to issue the certificate of incorporation on change of name thereafter and the Company will then complete the necessary filing procedures with the Companies Registry in Hong Kong and is expected to submit all relevant documents to the Stock Exchange.

Reasons for the Change of Company Name

The Board considers that the Proposed Change of Company Name can provide the Company with a fresh new corporate image and identity. The Board is of the opinion that the Proposed Change of Company Name will clearly benefit the Company’s business development and is in the best interests of the Company and the shareholders as a whole.

Effect of Change of Company Name

The Proposed Change of Company Name will not affect any of the rights of the Shareholders or the Company’s daily business operation and its financial position.

The Proposed Change of Company Name will be effective on the date of the issuance of the certificate of incorporation on the change of name by the Cayman Islands Registrar of Companies. Thereafter, share certificates of the Company will be issued in the new name of the Company. However, all existing share certificates in issue bearing the existing name of the Company will, after the Proposed Change of Company Name has become effective, continue to be effective as documents of title to and be valid for trading, settlement, registration and delivery purposes.

There will not be any arrangement for the exchange of the existing share certificates of the Company for new share certificates bearing the new name of the Company.

EGM

The notice of the EGM is set out from pages 6 to 7 of this circular. At the EGM, the Special Resolution will be proposed to approve the Proposed Change of Company Name.

LETTER FROM THE BOARD

A form of proxy for use at the EGM is enclosed and such form of proxy is also published on the websites of the Stock Exchange (www.hkexnews.hk). If you are unable to attend the EGM in person, you are requested to complete and return the form of proxy to the Company's share registrar, Tricor Investor Services Limited, 26/F., Tesbury Centre, 28 Queen's Road East, Wanchai, Hong Kong as soon as possible and in any event not less than 48 hours before the time appointed for the holding of the EGM or any adjournment thereof (as the case may be). Completion and return of the form of proxy will not preclude you from attending and voting at the EGM or any adjourned meeting thereof (as the case may be) should you so wish.

LISTING RULES REQUIREMENT

According to rule 13.39(4) of the Listing Rules, any vote of Shareholders at a general meeting must be taken by poll. Therefore, the Special Resolution put to the vote at the EGM will be taken by way of poll.

RECOMMENDATION

The Board considers that the Proposed Change of Company Name is in the best interest of the Company and the Shareholders. Accordingly, the Board recommends the Shareholders to vote in favour of the Special Resolution as set out in the Notice of the EGM on page 6 to 7 of this circular.

By order of the Board
Hong Long Holdings Limited
Chau Choek Wa
Chairman

NOTICE OF THE EGM



鴻隆控股
HONG LONG
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鴻隆控股有限公司
Hong Long Holdings Limited

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 1383)

NOTICE IS HEREBY GIVEN that the extraordinary general meeting of Hong Long Holdings Limited (the “**Company**”) will be held at Training Room B, The Joint Professional Centre, Unit 1, G/F., The Center, 99 Queen’s Road Central, Hong Kong on Wednesday, 1 February 2012 at 4:00 p.m. for the following purpose:

As special business, to consider and if thought fit, pass the following special resolution:

SPECIAL RESOLUTION

1. “**THAT** subject to and conditional upon entry on the register by the Register of Companies in the Cayman Islands, the change of the name of the Company from “Hong Long Holdings Limited” to “Sun Century Group Limited” together with adoption of “太陽世紀集團有限公司” as its Chinese name for identification purposes only, be approved, and that the directors of the Company be and are hereby authorised to do all such acts and things and execute all documents that they consider necessary or expedient to give effect to the foregoing and to attend to any necessary registration and/or filing and on behalf of the Company”

By order of the Board
Hong Long Holdings Limited
Chau Cheok Wa
Chairman

Hong Kong, 10 January 2012

Registered office:

Cricket Square
Hutchins Drive
P.O. Box 2681
George Town
Grand Cayman KY1-1111
Cayman Islands

*Head office and principal place of business in
Hong Kong:*

Room A of 49th Floor and Area L of 50th Floor
Convention Plaza Office Tower
1 Harbour Road
Wanchai
Hong Kong

Notes:

1. Any shareholder entitled to attend and vote at the EGM is entitled to appoint another person as his proxy to attend and vote instead of him. A shareholder who is the holder of two or more shares may appoint more than one proxy to represent him and vote on his behalf at the EGM. A proxy need not be a shareholder of the Company. In addition, a proxy or proxies representing either a shareholder who is an individual or a shareholder which is a corporation shall be entitled to exercise the same powers on behalf of the shareholder which he or they represent as such shareholder could exercise.

NOTICE OF THE EGM

2. Where there are joint holders of any share, any one of such joint holder may vote, either in person or by proxy, in respect of such share as if he were solely entitled thereto, but if more than one of such joint holders be present at the EGM, the vote of the senior who tenders a vote, whether in person or by proxy, shall be accepted to the exclusion of the votes of the other joint holders, and for this purpose seniority shall be determined by the order in which the names stand in the register of shareholder of the Company in respect of the joint holding. Several executors or administrators of a deceased shareholder in whose name any share stands shall be deemed joint holders thereof.
3. The instrument appointing a proxy shall be in writing under the hand of the appointer or of his attorney duly authorised in writing or, if the appointer is a corporation, either under its seal or under the hand of an officer, attorney or other person authorised to sign the same. In the case of an instrument of proxy purporting to be signed on behalf of a corporation by an officer thereof it shall be assumed, unless the contrary appears, that such officer was duly authorised to sign such instrument of proxy on behalf of the corporation without further evidence of the facts.
4. The instrument appointing a proxy and (if required by the Board) the power of attorney or other authority (if any) under which it is signed, or a certified copy of such power or authority, shall be delivered to the Company's Hong Kong branch share registrar, Tricor Investor Services Limited, 26/F Tesbury Centre, 28 Queen's Road East, Hong Kong in or by way of note to or in any document accompanying the notice convening the meeting not less than forty-eight (48) hours before the time appointed for holding the EGM or adjourned EGM at which the person named in the instrument proposes to vote and in default the instrument of proxy shall not be treated as valid. No instrument appointing a proxy shall be valid after the expiration of twelve (12) months from the date named in it as the date of its execution, except at an adjourned meeting or on a poll demanded at a meeting or an adjourned meeting in cases where the meeting was originally held within twelve (12) months from such date.
5. Delivery of an instrument appointing a proxy shall not preclude a shareholder from attending and voting in person at the EGM and in such event, the instrument appointing a proxy shall be deemed to be revoked.
6. A form of proxy for use at the EGM is enclosed.

As at the date of this circular, the executive Directors are Mr. CHAU Cheok Wa, Mr. ZENG Yunshu, Mr. LEE Chi Shing Caesar, Ms. YEUNG So Mui, Ms. CHENG Mei Ching, Ms. YEUNG So Lai and Mr. LEUNG Ming Ho Vincent; and the independent non-executive Directors are Dr. LI Jun, Mr. CHEUNG Ngai Lam and Mr. CHEUNG Kwok Yu.