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SUN CENTURY GROUP LIMITED

太陽世紀集團有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1383)

UNUSUAL PRICE AND TRADING VOLUME MOVEMENTS

This announcement is made at the request of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

The board (the “**Board**”) of directors (the “**Directors**”) of Sun Century Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) has noted the increase in the price and trading volume of the shares of the Company today. Having made such enquiry with respect to the Company as is reasonable in the circumstances, the Board confirms that save as disclosed below, 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 or of any inside information that needs to be disclosed under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board wishes to disclose that the Group is considering bidding (the “**Possible Bid**”) for a piece of land for residential and commercial use with an area of 72,350m² in Fushun Economic Development Zone in Liaoning Province, People’s Republic of China, which, if it materializes, may constitute a notifiable transaction of the Company under the Rules Governing the Listing of Securities on the Stock Exchange (the “**Listing Rules**”). The Possible Bid may or may not proceed. In the event that the Group proceeds with the Possible Bid and wins the bid, the Company will comply with the relevant requirements of the Listing Rules.

Shareholders of the Company and public investors are advised to exercise caution when dealing in the shares of the Company.

* *For identification purposes only*

This announcement is made by the order of the Company and the Board collectively and individually accepts responsibility for the accuracy of this announcement.

By order of the Board
Sun Century Group Limited
Chau Cheok Wa
Chairman

Hong Kong, 7 January 2014

As at the date of this announcement, the executive Directors are Mr. Chau Cheok Wa, Ms. Yeung So Mui, Ms. Cheng Mei Ching, Ms. Yeung So Lai and Mr. Qiu Bin; and the independent non-executive Directors are Mr. Tou Kin Chuen, Dr. Wu Kam Fun Roderick and Mr. Lo Wai Tung John.