

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

This announcement is for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for any securities of the Company.



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)

ANNOUNCEMENT PURSUANT TO RULE 3.7 OF THE TAKEOVERS CODE CESSATION OF DISCUSSION IN RESPECT OF THE POSSIBLE TRANSACTION

This announcement is made by Sun Century Group Limited (the “**Company**”) pursuant to Rule 3.7 of the Takeovers Code and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Reference is made to the announcement dated 9 April 2015 (the “**Announcement**”) of the Company regarding the possible disposal of 861,048,842 Shares by Fame Select (representing approximately 57.31% of the existing issued share capital of the Company as at the date of this announcement), the announcements dated 8 May 2015, 17 June 2015, 17 July 2015, 17 August 2015, 17 September 2015 and 16 October 2015 of the Company pursuant to Rule 3.7 of the Takeovers Code and the announcements dated 5 May 2015 and 11 May 2015 of the Company pursuant to Rule 3.8 of the Takeovers Code. Unless otherwise defined, terms used in this announcement shall have the same meanings as those used in the Announcement.

CESSATION OF DISCUSSION IN RESPECT OF THE POSSIBLE TRANSACTION

The Board wishes to inform the shareholders and potential investors of the Company that, as at the date of this announcement, Fame Select had decided not to proceed with the Possible Transaction and had ceased discussion with the Possible Purchaser accordingly. No formal or legally binding agreement has been entered into between the Possible Purchaser and Fame Select in respect of the Possible Transaction. As such, the Company will cease to publish further monthly announcement in respect of the progress of the Possible Transaction, which would otherwise be required under Rule 3.7 of the Takeovers Code. For the purpose of the Takeovers Code, the offer period in respect of the Possible Transaction has been closed on the date of this announcement.

Shareholders and potential investors of the Company are urged to exercise extreme caution when dealing in the shares and/or other securities of the Company.

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

Hong Kong, 16 November 2015

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

The Directors jointly and severally accept full responsibility for the accuracy of the information contained in this announcement and confirm having made all reasonable enquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement the omission of which would make any statement in this announcement misleading.