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DAN FORM HOLDINGS COMPANY LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 271)

ANNOUNCEMENT REGARDING THE EXECUTION OF A SERVICE AGREEMENT

This announcement is made by Dan Form Holdings Company Limited (the “**Company**”) in accordance with Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong) (the “**SFO**”) and Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

Due to the major breakthrough that the modern information technology is facing, and the booming of the modern services industry, the Board takes the view that whilst the Company should continue to maintain a good business and cash flow from its principal real state business, it is necessary, useful and feasible to carry out the research and development of new projects. Such project should adopt the modern service concept and apply the modern technological achievements in order to create an interactive, shared, open and sustainable platform by integrating and combining basic information on activities such as golf and related transportation, accommodation and catering services. This platform not only will add value to itself and its users, it may also bring corresponding returns to the investors. Presently, the research and development of this project is at the initial stage of creative and conceptual product testing. This project may continue further or it may be terminated, as it depends on the market reaction and the assessment of the risks and opportunities involved in this project. The Company will

make appropriate disclosure about the progress of the project to its Shareholders as and when appropriate.

The Company wishes to announce that on 29 April 2013, Shenzhen Longyun Consulting Services Company Limited (“**Shenzhen Longyun**”), a wholly-owned subsidiary of the Company, entered into an agreement (the “**Agreement**”) with Fujian Youke Communication and Technology Company Limited (“**Fujian Youke**”), pursuant to which Shenzhen Longyun shall engage Fujian Youke to develop and research into an operation system for provision of services (the “**Project**”) to clients, where the operation system will communicate, collect, collate, analyze and apply information on activities including golf and related transportation, accommodation and catering services. The monetary value of the Agreement is approximately HK\$40,000.

To the best of the knowledge, information and belief of the Directors having made all reasonable enquiries, Fujian Youke and its ultimate beneficial owner are third parties independent of the Company and its connected persons. The Company also confirms that the transaction under the Agreement (including the fees payable by Shenzhen Longyun to Fujian Youke) constitutes an exempt notifiable transaction under Chapter 14 of the Listing Rules and the undertaking of the Project would not cause any material negative financial impact on the Group.

By order of the Board
Chen Si Ying, Cynthia
Company Secretary

Hong Kong, 30 April 2013

As at the date of this announcement, the Board comprised Mr. Dai Xiaoming as Executive Director, Mr. Kenneth Hiu King Kon as a Non-Executive Director, and Mr. Jesse Nai Chau Leung, Dr. Xiang Bing and Mr. Edward Shen as Independent Non-Executive Directors.