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DAN FORM HOLDINGS COMPANY LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 271)

ANNOUNCEMENT REGARDING FURTHER INVESTMENT

IN THE NEW PROJECT

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) 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**”).

Reference is made to the Company’s announcement dated 30 April 2013 regarding the execution of a service agreement (the “**Announcement**”) to implement an operation system with the capability to communicate, collect, collate, analyze and apply information on activities including golf and related transportation, accommodation and catering services (the “**Project**”) to customers. Unless otherwise defined, all capitalized terms used in this announcement shall have the same meaning as defined in the Announcement.

Subsequent to the execution of the Agreement and the commencement of the Project, the Board takes the view that the Company should make further investment into the Project to facilitate its operation. A group of wholly-owned subsidiaries are being established by the Company for the purpose of running the Project, which includes a wholly-owned subsidiary established in the British Virgin Islands as the holding company, which in turn holds 100% of the shareholding in a subsidiary incorporated in Hong Kong (the “**HKCo**”). The actual operation of the services of the Project will be carried out by several subsidiaries in the People’s Republic of China, which will be directly and wholly-owned by the HKCo. [The Company is currently in the process of establishing these Chinese subsidiaries.]

The Board believes that such investment is advantageous for the Group as a whole to further assess the market reaction, risks, and feasibility of the Project. The Company will further update the shareholders of the Company upon further progress of the Project in accordance with the Listing Rules.

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

Hong Kong, 21 August, 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.