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EVERGREEN INTERNATIONAL HOLDINGS LIMITED

長興國際（集團）控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 238)

VOLUNTARY ANNOUNCEMENT PROPOSED DEVELOPMENT OF NEW BUSINESS SEGMENT

The board of directors (the “**Board**”) of Evergreen International Holdings Limited (the “**Company**”, and its subsidiaries, the “**Group**”) is pleased to announce that the Group is currently exploring the prospects of developing a new business segment of the retailing and trading of high-end children’s wear and accessories in Hong Kong, Macau and Mainland China.

In order to achieve healthy and sustainable growth in the long run, the Group has been looking for new business opportunities in the apparel and related accessory product industries. The Group is currently discussing with a number of high-end international fashion brands regarding their licensing of rights for the retail and wholesale trading and distribution of their children’s wear and accessories in Hong Kong, Macau and Mainland China to the Group. The Group expects to launch this new business segment first in Hong Kong as a trial in the third quarter of this year subject to the results of discussions with the brands and other commercial and financial considerations. As at the date of this announcement, the Group has not entered into any legally binding agreement in this regard and there is no certainty that any such agreement will be made.

The Group is one of the leading menswear enterprises and brand operators in the PRC, owning and managing two brands, *V.E. DELURÉ* and *TESTATIN*, covering the middle-upper to high-end segments of the menswear market. At present, the Group is principally engaged in the trading of the menswear clothing and clothing accessories in the PRC. The Board believes that the new business segment of high-end children’s wear and accessories will enable the Group to diversify its business, product portfolio and brand portfolio in the apparel and accessory industries and will create synergy with the existing menswear business of the Group and is therefore beneficial to the Company and its shareholders as a whole.

For and on behalf of the Board
Evergreen International Holdings Limited
CHAN Yuk Ming
Chairman

Hong Kong, 10 June 2014

As at the date of this announcement, Mr Chan Yuk Ming, Mr Chen Yunan and Mr Chen Minwen are the executive directors of the Company; Mr Fong Wo, Felix, Mr Kwok Chi Sun, Vincent and Mr Cheng King Hoi, Andrew are the independent non-executive directors of the Company.