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21 Holdings Limited

21 控股有限公司*

(incorporated in Bermuda with limited liability)

(stock code: 1003)

INSIDE INFORMATION POSSIBLE ACQUISITION

This announcement is made by 21 Holdings Limited (the “**Company**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company would like to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that the Company has commenced a preliminary negotiation with an independent third party relating to a possible acquisition (the “**Possible Acquisition**”) of the entire issued share capital of a company (the “**Target Company**”). The Target Company is an investment holding company and its subsidiaries are engaged in media related business.

The terms of the Possible Acquisition are subject to negotiations. As at the date of this announcement, no agreement has been entered into by the Company regarding the Possible Acquisition.

The Board wishes to inform the Shareholders and potential investors that in the event the Possible Acquisition materializes, it may constitute a notifiable transaction of the Company under the Listing Rules, but there is no assurance that a deal may be concluded nor when an agreement may be signed. The Company will make further announcement as and when appropriate pursuant to the requirements under the Listing Rules.

The Possible Acquisition may or may not proceed. Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by the order of the Board. The Directors collectively and individually accept responsibility for the accuracy of this announcement.

By Order of the Board
21 Holdings Limited
Lei Hong Wai
Chairman

Hong Kong, 29 September 2014

As at the date of this announcement, the Board comprises Mr. Lei Hong Wai (Chairman), Mr. Ng Kai Man and Mr. Cheung Kwok Fan as executive Directors and Ms. Chio Chong Meng, Mr. Wong Tak Chuen and Mr. Man Kong Yui as independent non-executive Directors.

* *For identification purposes only*