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king fook holdings limited 景福集團有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Code: 280)

ANNOUNCEMENT UPDATE ON THE PROPOSALS PURSUANT TO RULE 3.7 OF THE TAKEOVERS CODE

This announcement is made pursuant to Rule 3.7 of the Code on Takeovers and Mergers.

Reference is made to the announcements of King Fook Holdings Limited (the “Company”) dated 13 June, 2014, 11 July, 2014, 11 August, 2014, 11 September, 2014 and 10 October, 2014 respectively (the “Announcements”). Unless otherwise stated, terms used herein shall have the same meanings as defined in the Announcements.

UPDATE ON THE PROPOSALS

The Company has been informed by the Controlling Shareholder that (i) it has ceased negotiation with one of the potential investors; and (ii) the discussions with the other potential investors are or continue to be on-going and remain at a preliminary stage and none of the Proposals has materialized and no formal or legally binding agreement has been made as at the date of this announcement.

Further announcement(s) will be made in respect of any further development with regard to the Proposals as and when appropriate in accordance with the Listing Rules and the Takeovers Code.

There is no assurance that any discussion or negotiation mentioned in this announcement will either materialise or eventually be consummated, and the discussions may or may not lead to the making of offer for Shares. **Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.**

By Order of the Board of
King Fook Holdings Limited
Yeung Ping Leung, Howard
Chairman

Hong Kong, 10 November, 2014

The directors of the Company jointly and severally accept full responsibility for the accuracy of information contained in this announcement and confirm, having made all reasonable inquiries, 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.

As at the date of this announcement, the executive directors of the Company are Mr. Yeung Ping Leung, Howard, Mr. Tang Yat Sun, Richard, Mr. Cheng Ka On, Dominic, Mr. Yeung Bing Kwong, Kenneth and Ms. Fung Chung Yee, Caroline; the non-executive director is Mr. Wong Wei Ping, Martin; and the independent non-executive directors are Mr. Lau To Yee, Mr. Cheng Kar Shing, Peter, Mr. Ho Hau Hay, Hamilton, Mr. Sin Nga Yan, Benedict and Mr. Cheng Kwok Shing, Anthony.