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Pioneer

PIONEER GLOBAL GROUP LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 00224)

**DISCLOSEABLE TRANSACTION
DISPOSAL OF PROPERTY LOCATED AT CENTRAL**

The Board announces that after Stock Exchange trading hours on 10 August 2011, Dragon Phoenix Land Investment Limited, a wholly owned subsidiary of the Company, had entered into the Provisional Agreement with the Purchaser to dispose the Property for a total consideration of HK\$40.0 million payable in cash. The Disposal constitutes a discloseable transaction of the Company under the Listing Rules.

THE PROVISIONAL AGREEMENT

Date of Provisional Agreement:

10 August 2011

Purchaser:

Ease Dragon Development Limited or its nominee, a company incorporated in Hong Kong with limited liability and with principal activity of construction.

To the best of the Directors' knowledge, information and belief and having made all reasonable enquiries, each of the Purchaser and its ultimate beneficial owners is a third party independent of the Company and any connected person of the Company and is not a connected person of the Company.

Vendor:

Dragon Phoenix Land Investment Limited, a wholly-owned subsidiary of the Company

Property to be sold:

The property is located on 6th Floor, On Lok Yuen Building, Nos. 25, 27 & 27A Des Voeux Road Central, Hong Kong

Consideration:

The total consideration for the Disposal is HK\$40.0 million payable in cash, which is determined with reference to the comparable market value of similar properties within the vicinity after arm's length negotiations between the parties.

Payment Terms:

HK\$2.0 million was paid to the Vendor as deposit on signing of the Provisional Agreement. HK\$2.0 million shall be paid upon signing of the formal sale and purchase agreement on or before 31 August 2011. Balance of the purchase price HK\$36.0 million shall be paid upon Completion.

Completion:

The Completion shall take place on or before 8 November 2011.

FINANCIAL INFORMATION OF THE PROPERTY

The Property is a commercial unit with gross floor areas of approximately 3,878 sq. ft. located at Central, Hong Kong which was acquired in 1986 at a price of HK\$3.7 million. The purpose of acquisition was for capital appreciation and generating rental income. The carrying and market value of the Property was valued at HK\$15.4 million by a professional independent valuer, AA Property Services Ltd. at 31 March 2011. The revenue, fair value gain on revaluation of the Property, net profit before and after taxation attributable to the Property for the years ended 31 March 2010 and 31 March 2011 were as follows:

	For the year ended	
	31 March 2011	31 March 2010
Revenue	HK\$1.0 million	HK\$0.9 million
Fair value gain on revaluation of the Property	HK\$1.4 million	HK\$2.5 million
Net profit before taxation	HK\$2.1 million	HK\$3.1 million
Net profit after taxation	HK\$1.8 million	HK\$2.6 million

EFFECT OF THE DISPOSAL

Upon the Disposal, the Group shall record a total capital gain of approximately HK\$35.7 million, of which HK\$11.6 million was already reported in previous fiscal years and HK\$24.1 million shall be reported in the financial year ending 31 March 2012. This is arrived at after deducting the carrying value of the Property and certain selling and legal costs from the Consideration.

REASONS FOR AND BENEFITS OF THE DISPOSAL AND USE OF PROCEEDS

The principal activities of the Group are property and hotel investments and asset management. The Disposal is beneficial to the Group as it will crystalize the capital gain earned and the net proceeds will be used to reduce the debts of the Group. The Directors consider the terms of the transaction are on normal commercial terms and are fair and reasonable and in the best interest of the Company and Shareholders as a whole.

GENERAL

The Disposal constitutes a discloseable transaction of the Company under the Listing Rules.

DEFINITIONS

In this announcement, the following expressions have the meanings set out below unless the context otherwise requires.

“Company”	Pioneer Global Group Limited, a company incorporated in Bermuda with limited liability, the shares of which are listed on the Stock Exchange
“Completion”	the completion of the Transaction
“connected person”	has the meaning ascribed to it under the Listing Rules
“Director(s)”	director(s) of the Company
“Disposal”	the disposal of the Property by the Vendor under the Provisional Agreement
“Group”	the Company and its subsidiaries
“HK\$”	Hong Kong dollars, the lawful currency of Hong Kong
“Hong Kong”	The Hong Kong Special Administrative Region of the People’s Republic of China
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange
“Property”	the commercial unit located on 6th Floor, On Lok Yuen Building, Nos. 25, 27 & 27A Des Voeux Road Central, Hong Kong
“Provisional Agreement”	the Provisional Agreement entered into between the Purchaser and the Vendor dated 10 August 2011 in relation to the Disposal
“Shareholder(s)”	holders of shares of the Company
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“Vendor”	Dragon Phoenix Land Investment Limited, a limited liability company incorporated in Hong Kong, being a wholly owned subsidiary of the Company

As at the date of this announcement, the executive Directors of the Company are Mrs. Rossana Wang Gaw, Mr. Goodwin Gaw, Mr. Kenneth Gaw and Ms. Jane Kwai Ying Tsui. The independent non-executive Directors of the Company are Dr. Charles Wai Bun Cheung, J.P., Mr. Stephen Tan and Mr. Arnold Tin Chee Ip.

By order of the Board
Kenneth Gaw
Managing Director

Hong Kong, 10 August 2011