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CEC-COILS®

CEC INTERNATIONAL HOLDINGS LIMITED

CEC 國際控股有限公司*

(Incorporated in Bermuda with limited liability)

(Stock code: 759)

UNUSUAL PRICE AND TRADING VOLUME MOVEMENTS

This announcement is made at the request of The Stock Exchange of Hong Kong Limited.

The board of directors (the "Board") of CEC International Holdings Limited (the "Company") has noted the increases in the price and trading volume of the shares of the Company today.

Having made such enquiry with respect to the Company as is reasonable in the circumstances, the Board confirms that it is not aware of any reasons for these price and trading volume movements. However, the Board would like to clarify the following in response to recent reports on newspapers:

1. Regarding the report that the Group was invited earlier as one of the participating merchants of the HKTV shopping channel, the report clearly indicated that Mr. Lam expressed that "the project would be subject to further announcement from the counterparty", and the comment that he "believed that the project had made considerable progress and that it would be a new bright spot" was basically a courteous reply in response to the reporter's question. As at this moment, the Group does not have information on the counterparty's actual progress in relation to the project.
2. Regarding the target numbers of 759 KAWAII LAND stores, the Group confirms that a reporter has inquired about the target number of 759 KAWAII LAND stores for this year. This reporter noticed the opening of several new 759 KAWAII LAND stores while some others were being renovated. The Group has always made decisions on opening of new stores based on the actual operating circumstances

and has expressed the target number of approximately 10 to 20 759 KAWAII LAND stores during the year. Meanwhile, the Group always maintains an accurate number of stores as well as store addresses on the website of 759 STORE, FACEBOOK page and mobile applications.

3. 759 STORE has been offering food and products for infants, kids and the elderly for more than two years. With the support from suppliers and the consumers' increased demand for more specialized import products and new specialty stores, the Group is preparing to set up special counters for products of infants, kids and the elderly in the current 759 STORE, 759 STORE Household Market, 759 STORE Frozen Market and 759 STORE Supermarket. We are also considering to convert certain stores to become specialty stores as appropriate.

The Board considers that the above projects at this stage do not have a significant impact to the Group's overall retail business.

Save and except for the above, the Directors are not aware of any reasons for these price and trading volume movements or of any information which must be announced to avoid a false market in the Company's securities or of any inside information that needs to be disclosed under Part XIVA of the Securities and Futures Ordinance.

Shareholders of the Company and public 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
Lam Wai Chun
Chairman

Hong Kong, 20 May 2014

As at the date of this announcement, the board of directors of the Company comprises three executive Directors, namely Mr. Lam Wai Chun, Ms. Tang Fung Kwan and Mr. Ho Man Lee, and three independent non-executive Directors, namely Mr. Au Son Yiu, Dr. Tang Tin Sek and Mr. Goh Gen Cheung.

** For identification purpose only*