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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, a press article appeared in today’s newspaper stated that the Group’s 759 STORE and SF Express will jointly establish and operate twelve associate stores. In spite of the aforesaid, these associate stores will not bring any significant strategic changes to the business of 759 STORE and the Group will maintain its approach of evolving progressively and make various attempts for its future development. 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 potential investors are advised to exercise caution when dealing in the securities of the Company.

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

By Order of the Board  
**Lam Wai Chun**  
*Chairman*

Hong Kong, 10 September 2015

*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, Mr. Goh Gen Cheung and Mr. Chan Chiu Ying.*

\* For identification purpose only