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KEE Holdings Company Limited

開易控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2011)

UPDATE ON THE POTENTIAL DISPOSAL PURSUANT TO RULE 3.7 OF THE TAKEOVERS CODE-TERMINATION OF DISCUSSIONS

This announcement is made by KEE Holdings Company Limited (the “**Company**”) pursuant to Rule 3.7 of the Takeovers Code.

Reference is made to the announcement dated 20 May 2015 (the “**Announcement**”) of the Company regarding the Potential Disposal and the announcements dated 27 May 2015, 29 May 2015, 2 June 2015, 4 June 2015 and 8 June 2015 of the Company pursuant to Rule 3.8 of the Takeovers Code. Unless otherwise defined herein, capitalised terms used in this announcement shall have the same meanings as those used in the Announcement.

The Company wishes to update its shareholders and potential investors that as informed by Nicco (a company which holds 310,490,000 Shares, representing approximately 72.79% of the existing issued share capital of the Company as at the date of this announcement), it has decided to terminate the preliminary discussions on the Potential Disposal with the independent third party and the introducer for another independent third party as referred to in the Announcement.

For the purposes of the Takeovers Code, the Offer Period in respect of the Potential Disposal is deemed to have closed on the date of this announcement.

Shareholders of the Company and potential investors are urged to exercise extreme caution when dealing in the Shares and/or other securities of the Company.

By Order of the Board
KEE Holdings Company Limited
Xu Xipeng
Chairman

Hong Kong, 18 June 2015

As at the date of this announcement, the executive Directors are Mr. Xu Xipeng, Mr. Xu Xinan and Mr. Chow Hoi Kwang, Albert; the non-executive Director is Mr. Yang Shaolin; and the independent non-executive Directors are Mr. Lin Bin, Mr. Kong Hing Ki and Mr. Tam Yuk Sang, Sammy.

All the Directors jointly and severally accept full responsibility for accuracy of the 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.