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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)

**VOLUNTARY ANNOUNCEMENT
BUSINESS UPDATE IN RELATION TO SALES AGENCY**

Reference is made to the announcement of the KEE Holdings Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) dated 30 September 2016 in relation to, among other matters, the Sales Framework Agreement (the “**Announcement**”). Capitalised terms used herein shall have the same meanings as those defined in the Announcement unless otherwise stated.

The Board wishes to provide an update on the business cooperation with Sanya Luhuitou and Hainan Xinjia. Hainan Xinjia has further engaged Tianjin Jinhui and Tianjin Vitality as the joint exclusive agent for the sales of apartments called “Meigaomei Gongyu” located at Luhuitou Bandao, Hedong, Sanya, Hainan, the PRC, including the sales-related planning, organization and promotional activities. The estimated total saleable gross floor area of Meigaomei Gongyu for the term of the agency is approximately 4,025 square metres.

Tianjin Jinhui and Tianjin Vitality are further engaged by Sanya Luhuitou and Hainan Xinjia to communicate with the creditor banks of Sanya Luhuitou and Hainan Xinjia and undertake the relevant procedures necessary for the release of the pledge over the properties before sale (if necessary). In view of the additional work undertaken, after arm’s length negotiations, Sanya Luhuitou, Hainan Xinjia, Tianjin Jinhui and Tianjin Vitality have agreed to increase the commission rate to 8.5% of the sales amount received by Sanya Luhuitou and Hainan Xinjia. In addition, it has been further agreed that all advertising and promotional costs including but not limited to the costs of television commercials on the CCTV for the Projects including Meigaomei Gongyu shall be borne by Hainan Xinjia.

By Order of the Board
KEE Holdings Company Limited
Wu David Hang
Chairman

Hong Kong, 28 February 2017

As at the date of this announcement, the Directors are:

Executive Directors:

Mr. Wu David Hang

Mr. Hou Jian

Independent non-executive Directors:

Mr. Wong Yik Chung John

Mr. Tse Calvin Kai Chuen

Mr. Leung Ka Tin