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Jin Cai Holdings Company Limited

金彩控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 1250)

UNUSUAL PRICE AND TRADING VOLUME MOVEMENTS

This announcement is made at the request of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

The board (the “**Board**”) of directors (the “**Directors**”) of Jin Cai Holdings Company Limited (the “**Company**”) refers to the subject matter of the Stock Exchange’s enquiry. Having made such enquiry with respect to the Company as is reasonable in the circumstances, save for that the Company is in the course of preliminary negotiations for a potential investment in an Internet-related finance business in the People’s Republic of China (the “**Proposed Transaction**”) which may constitute a notifiable transaction when materialised, the Board confirms that it is not aware of any reasons for the increases in the price and trading volume of the shares of the Company on 21 May 2014 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 (Chapter 571 of the Laws of Hong Kong). The Proposed Transaction may or may not proceed.

Shareholders of the Company and potential investors are advised to exercise caution in dealing in the securities of the Company.

This announcement is made by the order of the Board of the Company. The Company's Board of Directors collectively and individually accepts responsibility for the accuracy of this announcement.

By Order of the Board
Jin Cai Holdings Company Limited
HUANG Li
Chairman

Hong Kong, 21 May 2014

As at the date of this announcement, the Board comprises six Directors, namely Ms. Huang Li and Mr. Zheng Hua as executive Directors; Mr. Huang Chao as non-executive Director; Mr. Zeng Shiquan, Mr. Tam Tak Kei Raymond and Professor Lam Sing Kwong Simon as independent non-executive Directors.