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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: 01250)

VOLUNTARY ANNOUNCEMENT UPDATE ON THE STATUS OF THE PROPOSED BIDDING FOR THE ACQUISITION OF LAND USE RIGHTS

Reference is made to the announcement of Jin Cai Holdings Company Limited (the “**Company**”) dated 21 November 2014 in relation to the proposed bidding for the acquisition of land use rights (the “**Announcement**”). Unless otherwise stated, capitalized terms used in this announcement shall have the meaning as those defined in the Announcement.

On 25 November 2014, Shenzhen Oceania attended the bidding organized by the Exchange Center but was unsuccessful in bidding for the Land. Shenzhen Oceania will arrange with the Exchange Centre in relation to the refund of performance deposit of RMB2,200,000 paid by Shenzhen Oceania to the Exchange Center on 21 November 2014 to obtain qualification for Bidding of the Land.

The Directors consider that the unsuccessful bidding for the Land will not have any material adverse impact on the operation, business and financial position of the Group.

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

Hong Kong, 25 November 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.