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天行國際(控股)有限公司^{*}
Simsen International Corporation Limited

(Incorporated in Bermuda with limited liability)

(Stock Code: 993)

**UNUSUAL PRICE AND TRADING VOLUME MOVEMENT;
POSITIVE PROFIT ALERT
AND
RESUMPTION OF TRADING**

This announcement is made at the request of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) by Simsen International Corporation Limited (the “**Company**”) (together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on the Stock Exchange (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Directors**”) (the “**Board**”) of the Company has noted the increases in the price and trading volume of the shares of the Company today. Save as disclosed below and the termination of a very substantial acquisition and date of board meeting in relation to declaration of special dividend as announced by the Company on 10 July 2014, 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 such increases 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.

In addition, the Board wishes to inform the shareholders of the Company and potential investors that, based on the information currently available to the Board, the Group is expected to record a net profit for the year ended 30 April 2014 as compared to a net loss in 2013. Such turnaround is primarily due to the increases in the revenues from money lending, finance lease and pawn loan business segments of the Group and change in fair value on financial assets held by the Group.

The information contained in this announcement is only based on a preliminary review on consolidated management accounts of the Group for the year ended 30 April 2014, information currently available to the Company and preliminary discussion with the Company's auditor. It should be noted that the Company is in the process of finalizing its final results for the year ended 30 April 2014 which are subject to further discussion and finalisation with the Company's auditor and may be amended. The final results announcement of the Company for the year ended 30 April 2014 is expected to be announced on 25 July 2014.

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

RESUMPTION OF TRADING

At the request of the Company, trading in the shares of the Company on the Stock Exchange was halted with effect from 1:00 p.m. on 16 July 2014 pending the release of this announcement. Application has been made to the Stock Exchange for the resumption of trading in the shares of the Company from 9:00 a.m. on 17 July 2014.

By order of the Board
Simsen International Corporation Limited
Fu Jiwen
Executive Director

Hong Kong, 16 July 2014

As at the date of this announcement, the executive Directors are Mr. Fu Jiwen and Ms. Zhou Baoying and the independent non-executive Directors are Mr. Zhu Chengwu, Mr. Yeung Siu Keung and Mr. Chen Wai Chung, Edmund.

In the case of inconsistency, the English text of this announcement shall prevail over the Chinese text.

** for identification purpose only*