



11 January 2010

**High Concentration of Shareholding
in
Emperor Entertainment Group Limited (Stock Code: 8078)**

This announcement is made by the Securities and Futures Commission (“SFC”) in respect of the concentration of the shareholding of Emperor Entertainment Group Limited (“the Company”) in the hands of a limited number of shareholders as at 22 December 2009.

In view of the high concentration of shareholding in a small number of shareholders, shareholders and prospective investors should be aware that the price of the shares of the Company (“Shares”) could fluctuate substantially even with a small number of shares traded, and should exercise extreme caution when dealing in the Shares.

The SFC has recently completed an enquiry into the shareholding of the Company. Our findings suggested that, as at 22 December 2009, 7 shareholders held an aggregate of 37,652,000 Shares, representing 14.48% of the issued Shares. Such shareholding, together with 219,910,000 Shares beneficially owned by two substantial shareholders (representing 84.58% of the issued Shares), represented 99.06% of the issued Shares as at 22 December 2009. Thus, only 0.94% of the issued Shares were held by other investors.

As at 22 December 2009, the shareholding structure of the Company is as follows:-

	Number of Shares held (Shares)	% of total number of issued Shares (%)
Surplus Way Profits Ltd (Note 1)	204,484,000	78.65
South China Financial Holdings Limited (Note 2)	15,426,000	5.93
A group of 7 shareholders	37,652,000	14.48
Other shareholders	2,438,000	0.94
Total	260,000,000	100.00

Note 1: Surplus Way Profits Limited is a company incorporated in the British Virgin Islands and is indirectly wholly-owned by The Albert Yeung Discretionary Trust whose founder is Mr. Yeung Sau Shing Albert.

Note 2: South China Financial Holdings Limited (stock code: 619) is a company incorporated in the Hong Kong with limited liability and the shares of which are listed on the Main Board of Hong Kong Stock Exchange.

Share trading of the Company was suspended on 16 December 2009 and resumed on 22 December 2009 after the Company announced, among other things, i) its proposed placement of 52 million new shares at \$0.72 apiece to raise approximately HK\$37.25 million after expense (the “Placement”); ii) its plan to buy 25 million shares in a Mainland sports



lottery consultancy at a consideration of HK\$125 million involving issue of 78 million new shares at \$0.72 apiece (the “Acquisition”); and iii) a possible disposal of its entertainment business to the controlling shareholder of the Company at a cash consideration of HK\$9 million. Upon completion of the Placement and the Acquisition, the sports lottery consultancy will be owned as to 37.04% by the Company and the net proceeds of HK\$37.25 million raised from the Placement will be applied to invest in the sports lottery consultancy.

It is noted that the closing price of the Company surged by 229% from \$0.89 on 15 December 2009 to \$2.93 after resumption on 22 December 2009. As at 8 January 2010, share price of the Company closed at \$2.97, representing an increase of 234% from its closing price of \$0.89 on 15 December 2009.

In view of the high concentration of shareholding in a small number of shareholders, shareholders and prospective investors should be aware that the price of the Shares could fluctuate substantially even with a small number of shares traded, and should exercise extreme caution when dealing in the Shares.

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