



28 August 2015

**High Concentration of Shareholding
in
Noble House (China) Holdings Limited (Stock Code: 8246)**

This announcement is made by the Securities and Futures Commission (“SFC”) in respect of the concentration of the shareholding of Noble House (China) Holdings Limited (“the Company”) in the hands of a limited number of shareholders as at 20 August 2015.

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 20 August 2015, 14 shareholders held an aggregate of 123,652,000 Shares, representing 28.81% of the issued Shares. Such shareholding, together with 267,040,000 Shares (representing 62.22% of the issued Shares) held by 4 substantial shareholders of the Company, represented 91.03% of the issued Shares as at 20 August 2015. Therefore, only 38,468,000 Shares (representing 8.97% of the issued Shares) were held by other shareholders.

As at 20 August 2015, the shareholding structure of the Company was as follows:-

	Number of Shares held (Shares)	% of total number of issued Shares (%)
Blossom Merit Limited (Note 1, 5)	103,040,000	24.01
Depot Up Limited (Note 2)	80,000,000	18.64
Uprise Global Investments Limited (Note 3, 5)	56,000,000	13.05
Rosy Deal Group Limited (Note 4)	28,000,000	6.52
A group of 14 shareholders	123,652,000	28.81
Other shareholders	38,468,000	8.97
Total	429,160,000	100.00

Note 1: Blossom Merit Limited is owned as to 90% by Chan Tai Neng, an Executive Director, and as to 10% by Cheung Chi Keung, a former Executive Director of the Company.

Note 2: Depot Up Limited is wholly-owned by Song Zhicheng.



Note 3: Uprise Global Investments Limited is wholly-owned by Lin Min, Mindy, an Executive Director and Chairman of the Company.

Note 4: Rosy Deal Group Limited is wholly-owned by Miao Kunyu.

Note 5: On 27 August 2015, the Company announced that Blossom Merit Limited had disposed 56,000,000 Shares to Smart Lane Global Limited, a company indirectly wholly-owned by Hu Yishi, the spouse of Lin Min, Mindy. Upon completion of this disposal on 27 August 2015, Blossom Merit Limited held 47,040,000 Shares, representing 10.96% of the issued Shares while Smart Lane Global Limited held 56,000,000 Shares, representing 13.05% of the issued Shares. Hu Yishi was appointed as an Executive Director and Executive Chairman of the Company with effect from 27 August 2015.

During the period from 1 June 2015 to 20 August 2015, closing price of the Shares increased by 283.0% from HK\$1.35 to HK\$5.17.

On 11 August 2015, the Company announced the interim results for the 6 months ended 30 June 2015, reporting a loss of RMB11.8 million for the 6 months ended 30 June 2015 compared with a loss of RMB13.5 million for the same period in the last financial year.

As at 27 August 2015, the Shares closed at HK\$4.91, representing an increase of 263.7% from the closing price of HK\$1.35 on 29 May 2015.

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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