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LONG SUCCESS INTERNATIONAL (HOLDINGS) LIMITED

百齡國際(控股)有限公司*

(incorporated in Bermuda with limited liability)

(Stock Code: 8017)

(1) UPDATE ON THE CURRENT STATUS OF THE RESUMPTION OF THE COMPANY; AND

(2) APPOINTMENT OF INDEPENDENT FINANCIAL ADVISER

This announcement is made by Long Success International (Holdings) Limited (the “**Company**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities (the “**GEM Listing Rules**”) on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

References are made to (i) the announcement of the Company dated 17 June 2015 in relation to, among other things, the proposed Capital Reorganisation, the Acquisition, the Open Offer and the application for the Whitewash Waiver; and (ii) the announcement of the Company dated 9 November 2015 in relation to the status of the Resumption (the “**Announcement**”). Unless otherwise stated, capitalised terms used herein have the same meanings as those defined or used in the Announcement.

FURTHER EXTENSION FOR SUBMISSION OF THE RESUMPTION PROPOSAL

As disclosed in the Announcement, considering that more time is required for the preparation of the new listing application relating to the Resumption Proposal, on 27 October 2015, the Further Extension Application in respect of the submission deadline of the Resumption Proposal was made by the Company to the Stock Exchange.

The Board wishes to update the Shareholders that, on 17 November 2015, the Stock Exchange has agreed to grant a further extension to 29 January 2016 for the Company to submit the new listing application relating to the Resumption Proposal (but not any other proposal) under the GEM Listing Rules. If the Company fails to do so or the application is rejected by the GEM Listing Committee, the Stock Exchange will proceed with cancelling the Company’s listing.

APPOINTMENT OF INDEPENDENT FINANCIAL ADVISER

The Board is pleased to announce that Hercules Capital Limited, a licensed corporation permitted to carry out business in type 6 (advising on corporate finance) regulated activities under the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong), has been appointed by the Company, with the approval of the Independent Board Committee, as the Independent Financial Adviser to advise the Independent Board Committee and the Independent Shareholders as to whether the terms of the Acquisition, the Whitewash Waiver

* *For identification purpose only*

and the Open Offer are on normal commercial terms and fair and reasonable so far as the Independent Shareholders are concerned, whether they are in the interests of the Company and the Shareholders as a whole, and as to how to vote at the SGM. The letter of advice from Hercules Capital Limited to the Independent Board Committee and the Independent Shareholders in these respects will be included in the Circular to be despatched to the Shareholders relating to, among other things, the proposed Capital Reorganisation, the Acquisition, the Open Offer and the Whitewash Waiver.

CONTINUED SUSPENSION OF TRADING IN THE SHARES

Trading in the Shares on the Stock Exchange has been suspended since Tuesday, 3 December 2013 and will remain suspended until further notice.

By Order of the Board
Long Success International (Holdings) Limited
Hui Ngai Hon, Edward
Director

Hong Kong, 19 November 2015

As at the date of this announcement, the Board comprises two executive Directors, namely Mr. Kaneko Hiroshi and Mr. Hui Ngai Hon, Edward; and three independent non-executive Directors, namely Mr. Yau Paul, Mr. Wong Ka Shing and Ms. Leung Shuk Lan.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

The Directors jointly and severally accept full responsibility for the accuracy of information contained in this announcement and confirm, having made all reasonable enquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement the omission of which would make any statement in this announcement misleading.

This announcement will remain at www.hkgem.com on the "Latest Company Announcements" page of the GEM website for at least 7 days from the date of its posting and on the Company website at www.long-success.com.