

Unless otherwise defined, capitalised terms in this announcement shall have the same meanings as those defined in the prospectus dated 30 September 2016 (the “**Prospectus**”) issued by Goal Forward Holdings Limited (the “**Company**”).

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This announcement is for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for securities of the Company. Potential investors should read the Prospectus carefully for detailed information about the Company and the Placing described below before deciding whether or not to invest in the Placing Shares thereby being offered.

GOAL FORWARD HOLDINGS LIMITED

展程控股有限公司

(Incorporated in the Cayman Islands with limited liability)

LISTING ON THE GROWTH ENTERPRISE MARKET OF THE STOCK EXCHANGE OF HONG KONG LIMITED BY WAY OF PLACING

Number of Placing Shares	: 320,000,000 Shares
Placing Price	: Not more than HK\$0.25 per Placing Share and not less than HK\$0.225 per Placing Share (payable in full on application in Hong Kong dollars and subject to refund) plus brokerage of 1%, SFC transaction levy of 0.0027%, and Stock Exchange trading fee of 0.005%
Nominal Value	: HK\$0.01 per Share
Stock Code	: 8240
Board Lot	: 10,000 Shares

Sole Sponsor, Sole Bookrunner and Lead Manager

FRONTPAGE 富比

Co-Lead Managers



Printed copies of the Prospectus as required by the GEM Listing Rules and the Companies (Winding Up and Miscellaneous Provisions) Ordinance (Cap. 32 of the Laws of Hong Kong) are available, for information purposes only, from 10:00 a.m. to 5:00 p.m. during business days from Friday, 30 September 2016 to Friday, 7 October 2016 (both dates inclusive) at the office of Frontpage Capital Limited at 26th Floor, Siu On Centre, 188 Lockhart Road, Wan Chai, Hong Kong.

Pursuant to the Underwriting Agreement, the Company are offering 320,000,000 Placing Shares for subscription by way of Placing at the Placing Price, on and subject to the terms and conditions as set out in the Prospectus and the Underwriting Agreement. It is expected that the Underwriter, on behalf of the Company, will conditionally place 320,000,000 Placing Shares (representing 25% of the Company's enlarged issued share capital immediately after completion of the Placing) at the Placing Price to selected professional, institutional and other investors in Hong Kong.

Application has been made to the Stock Exchange for the listing of, and permission to deal in, the Shares issued and to be issued as described in the Prospectus, including the Placing as well as any options which may be granted under the Share Option Scheme. Dealings in the Shares on GEM are expected to commence at 9:00 a.m. on Thursday, 13 October 2016. Shares will be traded in board lot of 10,000 Shares each. The GEM stock code for the Shares 8240.

Application for the Placing Shares will only be considered on the basis of the terms and conditions as set out in the Prospectus and the Underwriting Agreement.

The Placing is conditional upon the fulfillment of the conditions as set out in the paragraph headed "Conditions of the Placing" in the section headed "Structure and Conditions of the Placing" of the Prospectus. In the event that the conditions of the Placing as mentioned in the Prospectus are not fulfilled or waived pursuant to the terms of the Underwriting Agreement prior to the date specified in the Prospectus, the Placing will lapse and thereafter, all the subscription and purchase monies received will be returned to the placees or the Underwriters without interest and the Stock Exchange will be notified immediately. Notice of the lapse of the Placing will be published by the Company on the HKEx website at www.hkexnews.hk and the Company's website at www.cyfood.com.hk on the next business day following the date of such lapse.

The Placing Shares are fully underwritten by the Underwriters pursuant to the Underwriting Agreement. Prospective investors of the Placing Shares should note that the Lead Manager (for itself and on behalf of the Underwriters) is entitled to terminate the Underwriting Agreement with immediate effect by giving notice in writing to the Company upon the occurrence of any events set forth under the paragraph headed "Grounds for termination" in the section headed "Underwriting" of the Prospectus at any time prior to 8:00 a.m. (Hong Kong time) on the Listing Date, which is expected to be Thursday, 13 October 2016.

Subject to the granting by the Listing Division of the Stock Exchange of the listing of, and permission to deal in, the Shares on GEM, as well as the compliance with the stock admission requirements of HKSCC, the Shares will be accepted as eligible securities by HKSCC for deposit, clearance and settlement in CCASS with effect from the Listing Date or on any other date as may be determined by HKSCC. Settlement of transactions between participants of the Stock Exchange is required to take place in CCASS on the second business day after any trading day. All activities under CCASS are subject to the General Rules of CCASS and CCASS Operational Procedures in effect from time to time. All necessary arrangements have been made for the Shares to be admitted into CCASS.

The Placing Price will not be more than HK\$0.25 per Placing Share and is expected to be not less than HK\$0.225 per Placing Share, which is expected to be determined on or around Tuesday, 4 October 2016. The Company will not issue temporary documents of title. All Share certificates will only become valid documents of title when the Placing has become unconditional in all respects and the Underwriting Agreement has not been terminated in accordance with its terms prior to 8:00 a.m. (Hong Kong time) on the Listing Date.

No receipt will be issued for subscription monies received in respect of the Placing Shares.

The announcement of the final Placing Price, the level of indications of interests in the Placing and the basis of allocation of the Placing Shares will be published on the HKEx website at www.hkexnews.hk and the Company's website at www.cyfood.com.hk on or before Wednesday, 12 October 2016.

By order of the Board
GOAL FORWARD HOLDINGS LIMITED
LIU CHI CHING
Chairman

Hong Kong, 30 September 2016

As at the date of this announcement, the executive Directors are Mr. Liu Chi Ching and Ms. Wu Shuk Kwan, the non-executive Director is Mr. Wong Chung Yeung, and the independent non-executive Directors are Ms. Li On Lei, Mr. Ng Ki Man and Mr. Lo Siu Kit.

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.

This announcement and a copy of the Prospectus referred to above will remain on the HKEx website at www.hkexnews.hk, in the case of the announcement, on the "Latest Company Announcements" page for 7 days from the day of its posting. This announcement and a copy of the Prospectus will also be published on the Company's website at www.cyfood.com.hk.