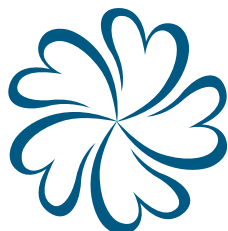


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MAGIC HOLDINGS INTERNATIONAL LIMITED

美即控股國際有限公司

*(incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 1633)**

**APPOINTMENT OF INDEPENDENT FINANCIAL ADVISER  
IN RELATION TO THE PRE-CONDITIONAL PROPOSAL  
FOR ALL THE ISSUED SHARES OF  
MAGIC HOLDINGS INTERNATIONAL LIMITED  
BY WAY OF A SCHEME OF ARRANGEMENT  
(UNDER SECTION 86 OF THE COMPANIES LAW)  
(2012 REVISION) OF THE CAYMAN ISLANDS**

Reference is made to the joint announcement dated 15 August 2013 issued by Magic Holdings International Limited (the “**Company**”) and L’Oréal S.A. (the “**Announcement**”) in relation to the pre-conditional proposal for the all the issued shares of the Company by way of a scheme of arrangement under section 86 of the Companies Law of the Cayman Islands. Terms used in the Announcement shall have the same meanings when used in this announcement unless otherwise defined.

**INDEPENDENT FINANCIAL ADVISER TO THE INDEPENDENT BOARD  
COMMITTEES**

The Independent Board Committee, which comprises Mr. Sun Yan, Mr. Chen Dar Cin, Professor Dong Yin Mao, Professor Yang Rude and Mr. Yan Kam Tong, being all the non-executive directors of the Company, has been established by the Board to make a recommendation to the Independent Shareholders as to whether each of the Proposal, the Scheme, the Remuneration Package and the Service Agreement are, or are not, fair and reasonable and as to voting.

In addition, pursuant to Rule 13.68 of the Listing Rules, the Listing Rules Independent Board Committee, which comprises all the independent non-executive directors of the Company, namely Mr. Yan Kam Tong, Professor Dong Yin Mao and Professor Yang Rude, has been established by the Board to form a view in respect of the Service Agreement and to make a recommendation to the Independent Shareholders as to whether the terms of the Service Agreement are, or are not, fair and reasonable and in the interests of the Company and its shareholders as a whole and on how to vote.

On 2 December 2013, Quam Capital Limited, a licensed corporation to carry out type 6 (advising on corporate finance) regulated activity under the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong), was appointed as the independent financial adviser (with the approval of the Independent Board Committees) to advise the Independent Board Committees in connection with the Proposal, the Scheme, the Remuneration Package and the Service Agreement.

**Shareholders and potential investors should be aware that the making of the Proposal and the implementation of the Scheme is subject to the satisfaction, or waiver, as applicable, respectively, of the Pre-Conditions and the Conditions, and thus the Proposal may or may not be made and the Scheme may or may not become effective. Shareholders and potential investors should therefore exercise caution when dealing in the Shares and any rights in respect of them. Persons who are in doubt as to the action they should take should consult their stockbroker, bank manager, solicitor or other professional advisers.**

On behalf of the Board  
**Magic Holdings International Limited**  
**Tang Siu Kun Stephen**  
*Chairman*

Hong Kong, 2 December 2013

*As at the date of this announcement, the Board comprises four executive directors, namely Mr. Tang Siu Kun Stephen (Chairman), Mr. She Yu Yuan, Mr. Luo Yao Wen and Mr. Cheng Wing Hong; two non-executive directors, namely Mr. Sun Yan and Mr. Chen Dar Cin; and three independent non-executive directors, namely Professor Dong Yin Mao, Professor Yang Rude and Mr. Yan Kam Tong.*

*All the directors of the Company jointly and severally accept full responsibility for the accuracy of the information contained in this announcement and confirm, having made all reasonable inquiries, 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.*