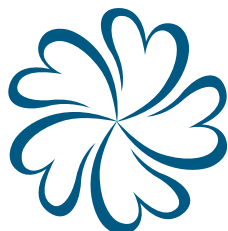


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MAGIC HOLDINGS INTERNATIONAL LIMITED

美即控股國際有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1633)

CHANGE OF DATE OF BOARD MEETING

Reference is made to the announcement of Magic Holdings International Limited (the “**Company**”) dated 17 February 2014 (the “**Announcement**”) in relation to the notice of the board of directors (the “**Board**”) meeting of the Company to consider and approve, among other matters, the unaudited interim results of the Company and its subsidiaries for the period ended 31 December 2013 and the payment of an interim dividend, if any.

Reference is also made to the joint announcement issued by L’Oréal S.A. and the Company dated 15 August 2013 (the “**Joint Announcement**”) in relation to the conditional proposal for all the issued shares of Magic Holdings International Limited by L’Oréal S.A. by way of a scheme of arrangement (under Section 86 of the Companies Law). The Board hereby announces that the Board meeting will be rescheduled at 1:00 p.m. on Friday, 21 February 2014 with a view to facilitate the inclusion of certain financial information in the draft Scheme Document (as defined in the Joint Announcement), which is subject to finalisation before despatch to the shareholders of the Company.

By order of the Board
Magic Holdings International Limited
Tang Siu Kun Stephen
Chairman

Hong Kong, 18 February 2014

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.