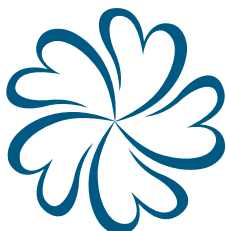


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MAGIC HOLDINGS INTERNATIONAL LIMITED

美即控股國際有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 1633)

TRADING HALT

At the request of Magic Holdings International Limited (the “**Company**”), trading in the shares of the Company on The Stock Exchange of Hong Kong Limited has been halted with effect from 9:00 a.m. on 24 March 2014 pending the release of an announcement in relation to the results of the Court Meeting and EGM, which is considered to be price-sensitive information.

Unless otherwise defined, terms used herein shall have the same meanings as defined in the Scheme Document dated 28 February 2014 issued by the Company jointly with L’Oréal S.A.

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

Hong Kong, 24 March 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.