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HSIN CHONG GROUP HOLDINGS LIMITED

新昌集團控股有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 00404)

US\$100 MILLION 6% CONVERTIBLE BONDS DUE 2017

(Stock Code: 5579)

EARLY REDEMPTION OF 6% CONVERTIBLE BONDS DUE 2017

This announcement is made by Hsin Chong Group Holdings Limited (“**Company**” and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (“**Listing Rules**”) and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Law of Hong Kong).

References are made to the announcements (the “**Announcements**”) issued by Hsin Chong Group Holdings Limited (the “**Company**”) dated 29 May 2017, 20 November 2016, 29 April 2016, 20 November 2015 and 4 November 2015 in relation to, among other things, the US\$100 million 6% convertible bonds due 2017 (“**2017 Convertible Bonds**”), as well as the giving of notice by the Company to the holders of the 2017 Convertible Bonds informing the occurrence of Relevant Event and the right of the holders to redeem the 2017 Convertible Bonds. Unless otherwise stated, terms used herein shall have the same meanings as those defined in the Announcements.

Pursuant to Rule 37.48(a) of the Listing Rules, the Company announces that it has remitted funds to the Trustee to redeem all the outstanding 2017 Convertible Bonds in full on 11 August 2017 at a redemption price equal to 100% of the principal amount thereof, plus accrued and unpaid interest (the “**Redemption Price**”).

After completion of any outstanding relevant procedures with the Trustee, the 2017 Convertible Bonds will be fully redeemed and there will be no outstanding 2017 Convertible Bonds in issue. The Company has used proceeds from loan financing to satisfy the payment of the Redemption Price.

Following the redemption in full of the 2017 Convertible Bonds, pursuant to Rule 37.50 of the Listing Rules, the Company will make an application to the Stock Exchange for the 2017 Convertible Bonds to be cancelled and delisted. A further announcement about the delisting of the 2017 Convertible Bonds will be made upon receiving the Stock Exchange's approval for delisting.

CONTINUED SUSPENSION OF TRADING IN THE SHARES AND DEBT SECURITIES

Trading in the ordinary shares and debt securities of the Company has been suspended since 3 April 2017 and will continue to be suspended until further notice. Conditions of the resumption of trading have been set out in the Company's announcement dated 12 June 2017.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares and other securities of the Company.

By Order of the Board of
Hsin Chong Group Holdings Limited
LIN Zhuo Yan
Non-executive Chairman and Non-executive Director

Hong Kong, 14 August 2017

As at the date of this announcement, the Board comprises Mr. LIN Zhuo Yan as the Non-executive Chairman and Non-executive Director; Ir Dr Joseph CHOI Kin Hung (Chief Executive Officer), Mr. Wilfred WU Shek Chun (Chief Risk Officer) and Mr. Eric TODD as Executive Directors; Mr. YAN Jie, Mr. CHEN Lei, Mr. CHUI Kwong Kau and Mr. LUI Chun Pong as Non-executive Directors; and Mr. CHENG Sui Sang, Ms. LEE Jai Ying, Mr. George YUEN Kam Ho and Mr. LAI Chik Fan as Independent Non-executive Directors.