

*Unless otherwise defined herein, capitalised terms in this announcement shall have the same meanings as those defined in the prospectus dated Monday, 30 September 2019 (the “**Prospectus**”) issued by SNACK EMPIRE HOLDINGS LIMITED (快餐帝國控股有限公司) (the “**Company**”).*

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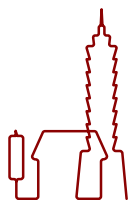
This announcement is for information purpose only and does not constitute an offer or an invitation to induce an offer by any person to acquire, purchase or subscribe for any Shares or other securities of the Company. Potential investors should read the Prospectus for detailed information about the Share Offer described below before deciding whether or not to invest in the Offer Shares thereby being offered.

*This announcement is not for release, publication, distribution, directly or indirectly, in or into the United States (including its territories and possessions, any state of the United States and the District of Columbia) or any other jurisdiction where such distribution is prohibited by law. This announcement does not constitute or form a part of any offer or solicitation to purchase or subscribe for securities in the United States or elsewhere. The Offer Shares have not been, and will not be, registered under the United States Securities Act of 1933, as amended from time to time (the “**U.S. Securities Act**”). The securities may not be offered or sold in the United States except pursuant to registration or an exemption from the registration requirements of the U.S. Securities Act and the applicable U.S. state securities laws. There will be no public offer of securities in the United States.*

*In connection with the Share Offer, ChaoShang Securities Limited, as stabilising manager (the “**Stabilising Manager**”), its affiliates or any person acting for it, on behalf of the Underwriters, may over-allocate Shares and/or effect transactions with a view to stabilising or maintaining the market price of the Shares at a level higher than that which might otherwise prevail in the open market for a limited period after the Listing Date. However, there is no obligation on the Stabilising Manager, its affiliates or any person acting for it, to conduct any such stabilising action, which, if commenced, will be conducted at the sole and absolute discretion of the Stabilising Manager, its affiliates or any person acting for it, and may be discontinued at any time. Any such stabilising action is required to be brought to an end on the 30th day after the last date for the lodging of applications under the Public Offer, being 7 November 2019. Any market purchases of Shares will be effected in compliance with all applicable laws and regulatory requirement. Such stabilisation action, if commenced, may be effected in all jurisdictions where it is permissible to do so, in each case in compliance with all applicable laws, rules and regulatory requirements, including the Securities and Futures (Price Stabilizing) Rules (Chapter 571W of the Laws of Hong Kong), as amended, made under the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).*

Potential investors should be aware that stabilising action cannot be taken to support the price of the Shares for longer than the stabilisation period which will begin on the Listing Date and is expected to expire on the 30th day after the last date for the lodging of applications under the Public Offer, being 7 November 2019. After this date, no further stabilising action may be taken, demand for the Shares and the price of the Shares could fall.

The Public Offer Shares will be offered to the public in Hong Kong subject to the terms and conditions set out in the Prospectus and the related Application Forms. The Public Offer Shares will not be offered to any person who is outside Hong Kong and/or not resident in Hong Kong.



SNACK EMPIRE HOLDINGS LIMITED

快餐帝國控股有限公司

(Incorporated in the Cayman Islands with limited liability)

SHARE OFFER

Number of Offer Shares	:	200,000,000 Shares (subject to the Over-allotment Option)
Number of Public Offer Shares	:	20,000,000 Shares (subject to reallocation)
Number of Placing Shares	:	180,000,000 Shares (subject to reallocation and the Over-allotment Option)
Offer Price	:	Not more than HK\$0.75 per Offer Share and expected to be not less than HK\$0.65 per Offer Share plus brokerage of 1%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005% (payable in full on application and subject to refund)
Nominal Value	:	HK\$0.01 per Share
Stock Code	:	1843

Sole Sponsor



Joint Bookrunners and Joint Lead Managers



Co-Lead Managers



Application has been made by the Company to the Listing Committee of the Stock Exchange for the listing of, and permission to deal in, the Shares in issue and to be issued pursuant to (a) the Capitalisation Issue; (b) the Share Offer (including any additional Shares which may be issued upon the exercise of the Over-allotment Option); and (c) any Shares which may be issued upon the exercise of the options which may be granted under the Share Option Scheme. Assuming the Share Offer becomes unconditional at or before 8:00 a.m. in Hong Kong on Wednesday, 23 October 2019, it is expected that dealings in the Shares on the Main Board will commence at 9:00 a.m. on Wednesday, 23 October 2019. In the event the Over-allotment Option is exercised, an announcement will be made by the Company on the Company's website at www.snackemp.com and the website of the Stock Exchange at www.hkexnews.hk.

The Share Offer comprises the Public Offer of initially 20,000,000 Public Offer Shares (subject to reallocation), representing 10% of the total number of Offer Shares initially available under the Share Offer, and the Placing of initially 180,000,000 Placing Shares (subject to reallocation and the Over-allotment Option), representing 90% of the total number of Offer Shares initially available under the Share Offer.

The allocation of Offer Shares between the Public Offer and the Placing is subject to reallocation as described in the section headed "Structure and Conditions of the Share Offer — Public Offer — Reallocation" of the Prospectus. In addition, the Offer Shares to be offered in the Public Offer and the Placing may in certain circumstances be reallocated as between these offerings at the discretion of ChaoShang Securities. In accordance with Guidance Letter HKEx-GL91-18 issued by the Stock Exchange, if such reallocation is conducted other than pursuant to Practice Note 18 of the Listing Rules, the maximum total number of Offer Shares that may be allocated to the Public Offer shall be not more than 40,000,000 Offer Shares, representing double of the initial allocation to the Public Offer and the final Offer Price shall be fixed at HK\$0.65 per Offer Share, the low-end of the Offer Price range stated in the prospectus.

In connection with the Share Offer, the Company is expected to grant the Over-allotment Option to the Placing Underwriters exercisable at the sole discretion of the Joint Bookrunners (for themselves and on behalf of the Placing Underwriters). Pursuant to the Over-allotment Option, the Joint Bookrunners (for themselves and on behalf of the Placing Underwriters) have the right, exercisable at anytime from the Listing Date until 30th day after the last day of lodging application under the Public Offer, being 7 November 2019, to require the Company to allot and issue up to 30,000,000 additional Shares, representing 15% of the number of the Offer Shares initially available under the Share Offer, at the Offer Price to cover over-allocation in the Placing, if any. If the Over-allotment Option is exercised in full, the additional Offer Shares will represent approximately 3.61% of the Company's enlarged issued share capital immediately following the completion of the Capitalisation Issue and the Share Offer and the exercise of the Over-allotment Option (without taking into account any Shares which may be issued upon the exercise of any options which may be granted under the Share Option Scheme). In the event that the Over-allotment Option is exercised, an announcement will be made in accordance with the requirements of the Listing Rules.

Subject to the granting of the approval for listing of, and permission to deal in, the Shares on the Main Board of the Stock Exchange as mentioned in the Prospectus and 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, i.e. Wednesday, 23 October 2019 or 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 to enable the Shares to be admitted into CCASS. Investors should seek the advice of their stockbroker or other professional advisers for details of the settlement arrangement as such arrangements may affect their rights and interests.

The final Offer Price is expected to be determined by agreement between the Company and the Joint Bookrunners (for themselves and on behalf of the Underwriters) on the Price Determination Date, which is currently expected to be on or about Friday, 11 October 2019 (Hong Kong time), and in any event no later than Monday, 21 October 2019. If, for any reason, the Company and the Joint Bookrunners (for themselves and on behalf of the Underwriters) are unable to agree on the Offer Price on Monday, 21 October 2019, the Share Offer will not proceed and will lapse immediately. In such event, the Company will issue an announcement on the Stock Exchange website's at www.hkexnews.hk and the Company's website at www.snackemp.com.

Applications for the Public Offer Shares will only be considered on the basis of the terms and conditions set out in the Prospectus and the Application Forms.

Applicants who would like the Public Offer Shares to be issued and allotted in their own names should complete and sign the **WHITE** Application Forms.

Applicants who would like the Public Offer Shares to be issued and allotted in the name of HKSCC Nominees Limited and deposited directly into CCASS for credit to their CCASS Investor Participant stock accounts or the stock accounts of their designated CCASS Participants maintained in CCASS should either (i) complete and sign the **YELLOW** Application Forms; or (ii) give **electronic application instructions** to HKSCC via CCASS.

Copies of the Prospectus, together with the **WHITE** Application Forms, may be obtained during normal business hours from 9:00 a.m. on Monday, 30 September 2019 until 12:00 noon on Tuesday, 8 October 2019 (or such later date as may apply as described in the section headed “How to Apply for the Public Offer Shares — 9. Effect of Bad Weather on the Opening of the Application Lists” in the Prospectus) from any of the following addresses of:

(a) the following office of the Public Offer Underwriters:

ChaoShang Securities Limited	Rooms 2206–2210, 22nd Floor, China Resources Building, 26 Harbour Road, Wanchai, Hong Kong
Lego Securities Limited	Room 301, 3/F, China Building, 29 Queen’s Road Central, Central, Hong Kong
Alpha Financial Group Limited	Room A, 17th Floor, Fortune House, 61 Connaught Road Central, Central, Hong Kong
Excellent Success Investments Limited	22nd Floor, China Overseas Building, 139 Hennessy Road, Wanchai, Hong Kong
Head & Shoulders Securities Limited	Room 2511, 25th Floor, Cosco Tower, 183 Queen’s Road Central, Hong Kong
Paragon Securities Limited	Unit 7, 11th Floor, Emperor Group Centre, 288 Hennessy Road, Wan Chai, Hong Kong
Solomon JFZ (Asia) Holdings Limited	19A, 19th Floor, Eton Building, 288 Des Voeux Road Central, Central, Hong Kong
ZACD Financial Group Limited	Unit 1610, Level 16, Man Yee Building, 60–68 Des Voeux Road Central, Central, Hong Kong

(b) any of the following branches of **DBS Bank (Hong Kong) Limited**, the receiving bank for the Public Offer:

District	Branch Name	Address
Hong Kong Island	Queen's Road East — DBS Treasures Centre	Shop A, G/F, Jonsim Place, 228 Queen's Road East, Wanchai
	United Centre Branch	Shops 1015–1018 on 1/F & Shops 2032–2034 on 2/F, United Centre, 95 Queensway, Admiralty
	Happy Valley Branch	G/F, 18A–22 King Kwong Street, Happy Valley
Kowloon	Mei Foo Branch	Shops N26A & N26B, Stage V, Mei Foo Sun Chuen 10 & 12 Nassau Street
New Territories	Ma On Shan Branch	Shop 205–206, Level 2, Ma On Shan Plaza, Ma On Shan

Copies of the Prospectus, together with the **YELLOW** Application Forms, may be obtained during normal business hours from 9:00 a.m. on Monday, 30 September 2019 until 12:00 noon on Tuesday, 8 October 2019 from the Depository Counter of HKSCC at 1/F, One & Two Exchange Square, 8 Connaught Place, Central, Hong Kong; or from your stockbroker, who may have **YELLOW** Application Forms and the Prospectus available.

The completed **WHITE** or **YELLOW** Application Form, together with a cheque or a banker's cashier order marked payable to "**Ting Hong Nominees Limited — Snack Empire Public Offer**" attached and securely stapled, should be deposited in the special collection boxes provided at any of the branches of the receiving bank listed above, at the following dates and times:

Monday, 30 September 2019	—	9:00 a.m. to 5:00 p.m.
Wednesday, 2 October 2019	—	9:00 a.m. to 5:00 p.m.
Thursday, 3 October 2019	—	9:00 a.m. to 5:00 p.m.
Friday, 4 October 2019	—	9:00 a.m. to 5:00 p.m.
Saturday, 5 October 2019	—	9:00 a.m. to 1:00 p.m.
Tuesday, 8 October 2019	—	9:00 a.m. to 12:00 noon

The latest time for lodging your application is 12:00 noon on Tuesday, 8 October 2019. The application lists will be open from 11:45 a.m. to 12:00 noon on Tuesday, 8 October 2019, the last application day or such later time as described in the section headed "How to apply for the Public Offer Shares — 9. Effect of bad weather on the Opening of the Application Lists" in the Prospectus.

CCASS Clearing/Custodian Participants can input **electronic application instructions** at the following times on the following dates:⁽¹⁾

Monday, 30 September 2019	—	9:00 a.m. to 8:30 p.m.
Wednesday, 2 October 2019	—	8:00 a.m. to 8:30 p.m.
Thursday, 3 October 2019	—	8:00 a.m. to 8:30 p.m.
Friday, 4 October 2019	—	8:00 a.m. to 8:30 p.m.
Saturday, 5 October 2019	—	8:00 a.m. to 1:00 p.m.
Tuesday, 8 October 2019	—	8:00 a.m. to 12:00 noon

⁽¹⁾ These times are subject to change as HKSCC may determine, from time to time with prior notification to CCASS Clearing/Custodian Participants and/or CCASS Investor Participants.

CCASS Investor Participants can input **electronic application instructions** from 9:00 a.m. on Monday, 30 September 2019 until 12:00 noon on Tuesday, 8 October 2019 (24 hours daily, except on the last application day) or such later time as described under the section headed “How to Apply for the Public Offer Shares — 9. Effect of Bad Weather on the Opening of the Application Lists” in the Prospectus.

The latest time for inputting your **electronic application instructions** will be 12:00 noon on Tuesday, 8 October 2019, the last application day or such later time as described under the section headed “How to Apply for the Public Offer Shares — 9. Effect of Bad Weather on the Opening of the Application Lists” in the Prospectus.

The application for the Public Offer Shares will commence on 9:00 a.m. on Monday, 30 September 2019 through 12:00 noon Tuesday, 8 October 2019, being slightly longer than normal market practice of four days. The application monies (including the brokerage fees, SFC transaction levy and Stock Exchange trading fee) will be held by the receiving bank and on behalf of the Company after the closing of the application lists and the refund monies, if any, will be returned to the applicants without interest on or before Tuesday, 22 October 2019. Investors should be aware that the dealings in the Shares on the Stock Exchange are expected to commence on Wednesday, 23 October 2019.

Please refer to the section headed “Structure and Conditions of the Share Offer” and “How to Apply for the Public Offer Shares” of the Prospectus for details of the conditions and procedures of the Public Offer.

The Company expects to announce the final Offer Price, the level of indication of interest in the Placing, the level of applications in the Public Offer and the basis of allocation of the Public Offer Shares under the Public Offer on Tuesday, 22 October 2019 on the Stock Exchange’s website at www.hkexnews.hk and the Company’s website at www.snackemp.com. The results of allocations and the Hong Kong identity card/passport/Hong Kong business registration numbers (where appropriate) of successful applicants under the Public Offer will be available through a variety of channels at the date and times and in the manner specified under the section headed “How to apply for the Public Offer Shares — 10. Publication of results” in the Prospectus.

If an application is rejected, not accepted or accepted in part only, or if the Offer Price as finally determined is less than the maximum Offer Price of HK\$0.75 per Offer Share (excluding brokerage, SFC transaction levy and the Stock Exchange trading fee thereon), or if the conditions of the Public Offer set out in section headed “Structure and Conditions of

the Share Offer — Conditions of the Share Offer” of the Prospectus are not fulfilled or if any application is revoked, the application monies, or the appropriate portion thereof, together with the related brokerage, SFC transaction levy and the Stock Exchange trading fee, will be refunded, without interest or the cheque or banker’s cashier order will not be cleared.

No receipt will be issued for application monies paid. The Company will not issue any temporary documents of title in respect of the Offer Shares. Share certificates for the Offer Shares will only become valid certificates of title at 8:00 a.m. on Wednesday, 23 October 2019 provided that the Share Offer has become unconditional in all respects and the right of termination as described in the section headed “Underwriting — Underwriting Arrangements and Expenses — Public Offer — Grounds for termination” in the Prospectus has not been exercised.

Dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Wednesday, 23 October 2019. Shares will be traded in board lots of 4,000 Shares each. The stock code of the Company is 1843.

By order of the Board
SNACK EMPIRE HOLDINGS LIMITED
Daniel Tay Kok Siong
Chairman

Hong Kong, 30 September 2019

As at the date of this announcement, the executive Directors are Mr. Daniel Tay Kok Siong, Mr. Wong Chee Tat, and the independent non-executive Directors are Mr. Jong Voon Hoo, Mr. Koh Boon Chiao, and Mr. Lim Wee Pin.