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**RICHFIELD GROUP HOLDINGS LIMITED**  
**田 生 集 團 有 限 公 司\***

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

**(Stock Code: 00183)**

**PLACING OF EXISTING SHARES AND  
TOP-UP SUBSCRIPTION OF NEW SHARES**

**PLACING AGENT**

**Cheong Lee**  
**昌利證券**

On 13 January 2011(after trading hours), the Company entered into the Agreement with Mr. Pong and the Placing Agent pursuant to which the Placing Agent agreed to place on a best efforts basis the Placing Shares (comprising up to 250,000,000 existing Shares) at the Placing Price of HK\$1.01 per Placing Share on behalf of Mr. Pong to not less than six professional, institutional, or other investors who and whose ultimate beneficial owners will be third parties independent of and not connected with the Company, any Director, chief executive or substantial Shareholder of the Company or any of its subsidiaries, or any of their respective associates, and will not be acting in concert with Mr. Pong, Virtue Partner and their respective parties acting in concert. Moreover, on 13 January 2011, Mr. Pong entered into the Subscription Agreement with the Company pursuant to which, Mr. Pong will subscribe for the Subscription Shares, being the same number of the Placing Shares actually placed by the Placing Agent, at a price equal to the Placing Price.

The Placing is conditional upon, among other things, the Agreement not being terminated by the Placing Agent prior to completion of the Placing. The Subscription is conditional upon, among other things, (i) the Listing Committee of the Stock Exchange granting approval for the listing of, and permission to deal in, the Subscription Shares; and (ii) the completion of the Placing.

\* For identification purposes only

The Placing Price (which is equivalent to the subscription price per Subscription Share) was arrived at after arm's length negotiations between Mr. Pong, the Company and the Placing Agent. The Directors consider that the Placing Price, the terms of the Agreement and the Subscription Agreement and the transactions contemplated thereunder are fair and reasonable and are in the interests of the Company and the Shareholders as a whole.

Assuming the Placing and the Subscription are completed in full, the Placing Shares represent approximately 7.74% of the existing issued share capital of the Company as at the date of this announcement and the Subscription Shares represent approximately 7.19% of the entire issued share capital of the Company as enlarged by the allotment and issue of the Subscription Shares.

The Subscription Shares are to be issued under the general mandate to allot, issue and deal with Shares granted to the Directors at the annual general meeting of the Company held on 29 October 2010. Application will be made to the Listing Committee of the Stock Exchange for the grant of the approval for the listing of, and permission to deal in, the Subscription Shares.

Assuming the Placing and the Subscription are completed in full, the net proceeds of the Subscription will be approximately HK\$243 million. The Directors intend to apply the net proceeds as general working capital.

The shareholding interest of Mr. Pong, Virtue Partner and parties acting in concert with them in the issued share capital of the Company will be reduced from approximately 63.47% to approximately 55.73% immediately upon completion of the Placing and will increase to approximately 58.90% immediately after the completion of the Subscription.

**As the Placing and the Subscription are subject to the satisfaction of a number of conditions and may or may not proceed to completion, Shareholders and prospective investors are advised to exercise caution when dealing in the Shares.**

## **THE PLACING**

### **The Agreement**

**Date:** 13 January 2011 (after trading hours)

**Parties:** (1) Mr. Pong;  
(2) the Company; and  
(3) the Placing Agent.

Pursuant to the Agreement, the Placing Agent agreed to place on a best efforts basis the Placing Shares (comprising up to 250,000,000 existing Shares) at the Placing Price of HK\$1.01 per Placing Share on behalf of Mr. Pong to not less than six professional, institutional, or other investors who and whose ultimate beneficial owners will be third parties independent of and not connected with the Company, any Director, chief executive or substantial Shareholder of the Company or any of its subsidiaries, or any of their respective associates, and will not be acting in concert with Mr. Pong, Virtue Partner and their respective parties acting in concert.

### **The Vendor**

Mr. Pong is an executive Director and a controlling Shareholder (as defined under the Listing Rules) of the Company and is the beneficial owner of 352,176,000 Shares, representing approximately 10.91% of the existing issued share capital of the Company as at the date of this announcement. Virtue Partner, which is beneficially wholly-owned by Mr. Pong, holds 936,794,000 Shares as at the date of this announcement. In addition, Richfield (Holdings) Limited, being the beneficial owner of 760,000,000 Shares, is the party acting in concert with Mr. Pong. Therefore, Mr. Pong, Virtue Partner and parties acting in concert with them are holding 2,048,970,000 Shares in aggregate, representing approximately 63.47% of the existing issued share capital of the Company as at the date of this announcement.

### **The Placing Agent**

The Placing Agent, Cheong Lee Securities Limited, has been appointed to the exclusion of others, to place, on a best efforts basis, the Placing Shares. Each of the Placing Agent and its ultimate beneficial owners is a third party independent of and not connected with the Company, any Director, chief executive or substantial Shareholder of the Company or any of its subsidiaries, or any of their respective associates, and is not acting in concert with Mr. Pong, Virtue Partner and their respective parties acting in concert.

## **The Placees**

The Placing Shares shall be placed to not less than six professional, institutional or other investors. The placees and their ultimate beneficial owners shall be third parties independent of and not connected with the Company, any Director, chief executive or substantial Shareholder of the Company or any of its subsidiaries, or any of their respective associates. The placees and their ultimate beneficial owners shall not be acting in concert with Mr. Pong, Virtue Partner and their respective parties acting in concert. It is not expected by the Board that any individual placee will become a substantial Shareholder of the Company immediately after completion of the Placing and the Subscription.

## **Number of Placing Shares**

The number of Placing Shares shall be up to 250,000,000 Shares. The Placing Shares represent approximately 7.74% of the existing issued share capital of the Company as at the date of this announcement and approximately 7.19% of the issued share capital of the Company as enlarged by the allotment and issue of the Subscription Shares.

## **Placing Price**

The Placing Price of HK\$1.01 per Placing Share represents:

- (i) a discount of approximately 5.6% to the closing price of HK\$1.07 per Share as quoted on the Stock Exchange on 13 January 2011, being the date on which the Agreement was signed; and
- (ii) a discount of approximately 7.51% to the average of the closing prices of approximately HK\$1.092 per Share as quoted on the Stock Exchange for the last five consecutive trading days immediately prior to the date of the Agreement.

The Placing Price was arrived at after arm's length negotiations between the Company, Mr. Pong and the Placing Agent with reference to the closing prices per Share as shown above, the future prospects of the Group and the recent market sentiment. The Directors consider that the Placing Price and the terms of the Agreement are fair and reasonable and are in the interests of the Company and the Shareholders as a whole.

## **Rights**

The Placing Shares will be placed free from all liens, charges, pledges, mortgages, securities, interests, preemption rights, options, equities, trusts and any other encumbrances or third party rights or claims of any kind and together with the rights attaching to them, including the right to receive all dividends and other distributions declared, made or paid after the date of the Agreement.

## Conditions of the Placing

The obligation of the Placing Agent to proceed to completion of the Placing is conditional upon:

- (a) the Subscription Agreement having been entered into by the Company and Mr. Pong and not subsequently having been revoked, terminated or modified;
- (b) there not having occurred at any time prior to completion (i) any breach of, or any event rendering untrue, incorrect or breached, any of the representations, warranties or undertakings referred to in the Agreement or (ii) any breach of, or failure to perform, any of the other obligations of the Company or Mr. Pong which are required to be performed at or before completion of the Placing;
- (c) there not having occurred:
  - (i) any event, or series of events beyond the reasonable control of the Placing Agent (including, without limitation, acts of government, strikes, labour disputes, lock-outs, fire, explosion, flooding, civil commotion, economic sanctions, epidemic, pandemic, outbreak of infectious disease, terrorism, outbreak or escalation of hostilities (whether local, national or international), acts of war and acts of God);
  - (ii) any change, or development (whether or not permanent) involving a prospective change, in or affecting the business, general affairs, management, prospects, assets and liabilities, shareholders' equity, results of operations or position, financial or otherwise, of the Company or the Group as a whole, whether or not arising in the ordinary course of business;
  - (iii) any change (whether or not permanent) or any development (whether or not permanent) involving a prospective change or any crisis in local, national or international financial, political, economic, legal, military, industrial, fiscal, regulatory, currency or market conditions (including, without limitation, conditions in the stock and bond markets, money and foreign exchange markets, interbank markets and credit markets and conditions with respect to interest rates in Hong Kong or otherwise) or foreign exchange controls in Hong Kong or overseas or any occurrence of a combination of any such changes or developments or crises or any deterioration of any such conditions;
  - (iv) the commencement by any state, governmental, judicial, regulatory or political body or organisation of any action against any director of the Company or an announcement by any state, governmental, judicial, regulatory or political body or organisation that it intends to take any such action; or

- (v) the introduction of any new law or regulation or any change (whether or not permanent) or development (whether or not permanent) involving a prospective change in existing laws or regulations or the interpretation or application thereof by any court or other competent authority, which individually or together, in the sole opinion of the Placing Agent, prejudices or is likely to prejudice materially the success of the Placing or dealings in the Placing Shares in the secondary market or makes it or is likely to make it impracticable or inadvisable or inexpedient to proceed with the offer, sale, distribution or delivery of the Placing Shares on the terms and in the manner contemplated in the Agreement; and
- (d) there not having occurred at any time prior to completion (i) the imposition of any moratorium, suspension or material restriction on trading in shares or securities generally on the Stock Exchange, or in any securities of the Company on any stock exchange or over the counter market or (ii) any material disruption in securities settlement, payment or clearance services in Hong Kong or the People's Republic of China or (iii) the imposition of any moratorium on commercial banking activities by the authorities in Hong Kong or the People's Republic of China or the United States Federal or New York State authorities.

Each of Mr. Pong and the Company undertakes promptly to inform the Placing Agent of any matter or circumstance which comes to the attention of any of them which may fall within paragraphs (a) to (d) above. If any of such conditions shall not have been fulfilled or (alternatively) waived by the Placing Agent (upon such terms as the Placing Agent may deem necessary) by completion, the Agreement and the obligations of the Placing Agent under the Agreement shall ipso facto cease and terminate at that time (or at such earlier time as the relevant condition shall have become incapable of fulfilment and the Placing Agent shall have determined not to waive fulfilment and notified the same to Mr. Pong and the Company) and no party shall be under any liability to any other for costs, damages, charges, compensation or otherwise under the Agreement, except (i) in relation to outstanding liabilities for incurred costs and expenses and obligations, agreements and liabilities arising prior to such termination, and (ii) the indemnity to be given by the Company and Mr. Pong to the Placing Agent under the Agreement. As at the date of this announcement, condition (a) has been fulfilled.

## **Completion**

Completion of the Placing is expected to take place on or before 26 January 2011.

## **THE SUBSCRIPTION**

### **The Subscription Agreement**

Pursuant to the Agreement, the Company and Mr. Pong has executed the Subscription Agreement on 13 January 2011 (after trading hours), pursuant to which Mr. Pong will subscribe for the Subscription Shares, being the same number of the Placing Shares actually placed by the Placing Agent at a price equal to the Placing Price. The major terms of the Subscription Agreement are as follows:

### **The Issuer**

The Company

### **The Subscriber**

Mr. Pong, which, as at the date of this announcement, is beneficially interested in 352,176,000 Shares, representing approximately 10.91% of the existing issued share capital of the Company. Virtue Partner which is beneficially wholly-owned by Mr. Pong, holds 936,794,000 Shares as at the date of this announcement. In addition, Richfield (Holdings) Limited, being the beneficial owner of 760,000,000 Shares, is the party acting in concert with Virtue Partner. Therefore, Mr. Pong, Virtue Partner and parties acting in concert with them are holding 2,048,970,000 Shares in aggregate, representing approximately 63.47% of the existing issued share capital of the Company as at the date of this announcement.

The shareholding interest of Mr. Pong, Virtue Partner and parties acting in concert with them in the issued share capital of the Company will be reduced from approximately 63.47% to approximately 55.73% immediately upon completion of the Placing and will increase to approximately 58.90% immediately after the completion of the Subscription.

### **Number of Subscription Shares**

The number of Subscription Shares shall be up to 250,000,000 Shares, being the same number of the Placing Shares successfully placed by the Placing Agent for Mr. Pong. The maximum aggregate nominal value of the Subscription Shares is HK\$2,500,000, assuming that the Placing and the Subscription are completed in full.

### **Subscription Price**

The subscription price is HK\$1.01 per Subscription Share, which is equivalent to the Placing Price and will be settled by Mr. Pong in cash. The expenses arising from the Placing incurred by Mr. Pong, including but not limited to the placing commission paid by Mr. Pong to the Placing Agent will be deducted from the aggregate subscription price payable by Mr. Pong.

The gross proceeds to be raised from the Placing and the Subscription will be approximately HK\$252.5 million. After deducting the estimated expenses (including the placing commission payable to the Placing Agent) for the Placing and the Subscription, the net proceeds to be raised will be approximately HK\$243 million. As such, the net issue price for each newly issued Subscription Share is approximately HK\$0.972.

## **Rights**

The Subscription Shares, when allotted and issued, will rank pari passu in all respects among themselves and with the Shares in issue on the date of allotment and issue of the Subscription Shares, including the right to receive all dividends or other distributions declared, made or paid after the date of completion of the Subscription.

## **Mandate to issue the Subscription Shares**

The Subscription Shares are to be issued under the general mandate to allot, issue and deal with Shares granted to the Directors at the annual general meeting of the Company held on 29 October 2010. Under the said general mandate, 615,700,000 Shares can be issued. Before the date of this announcement, the Company has allotted and issued 150,000,000 Shares by utilizing the general mandate for issue of new shares as disclosed in the announcement dated 1 November 2010. As such, the current general mandate is sufficient for the issue and allotment of the Subscription Shares. No separate Shareholders' approval is required for the Subscription and the Placing.

## **Conditions of the Subscription**

The Subscription is conditional upon the following conditions having been fulfilled within 14 days from the date of the Agreement (or such other date as may be agreed between the Company and Mr. Pong, subject to approval of the Stock Exchange):

1. the Listing Committee of the Stock Exchange granting approval for the listing of, and permission to deal in the Subscription Shares; and
2. completion of the Placing in accordance with the terms of the Agreement.

None of the above conditions are waivable by the Company or Mr. Pong. In the event that the conditions of the Subscription are not fulfilled in full by the date stipulated in the Subscription Agreement, neither the Company nor Mr. Pong shall have any obligations and liabilities under the Subscription Agreement.

## **Completion of the Subscription**

It is intended that the Subscription will be completed within 14 days from the date of the Agreement. If the Subscription is to be completed thereafter, it will constitute a connected transaction under the Listing Rules and require compliance with all the relevant requirements under Chapter 14A of the Listing Rules, including but not limited to the issue of a separate circular and approval of the independent Shareholders (being Shareholders other than Mr. Pong, Virtue Partner, their respective associates and parties acting in concert).



## Application for listing

Application will be made by the Company to the Listing Committee of the Stock Exchange for the listing of, and permission to deal in, the Subscription Shares. Further announcement will be made by the Company upon completion of the Placing and the Subscription.

## CHANGES OF SHAREHOLDING STRUCTURE

The changes of the shareholding of the Company as a result of the Placing and the Subscription are as follows:

Shareholder	Notes	Immediately before completion of the Placing and the Subscription		Shareholding immediately after completion of the Placing in full but before completion of the Subscription		As at the date of this announcement, i.e. Shareholding immediately after completion of the Placing and the Subscription in full	
		No. of shares	Approx. %	No. of shares	Approx. %	No. of shares	Approx. %
<i>Substantial/controlling shareholders</i>							
Virtue Partner Group Limited	1	936,794,000	29.02	686,794,000	21.28	936,794,000	26.93
Richfield (Holdings) Limited	2	760,000,000	23.54	760,000,000	23.54	760,000,000	21.85
Mr. Pong	1	352,176,000	10.91	352,176,000	10.91	352,176,000	10.12
Subtotal of Virtue Partner, Mr. Pong and parties acting in concert with them		2,048,970,000	63.47	1,798,970,000	55.73	2,048,970,000	58.90
<i>Public shareholders</i>							
The Placees		0	0	250,000,000	7.74	250,000,000	7.19
Other public Shareholders		1,179,530,000	36.53	1,179,530,000	36.53	1,179,530,000	33.91
Total		3,228,500,000	100.00	3,228,500,000	100.00	3,478,500,000	100.00

Notes:

Note 1: Virtue Partner is beneficially owned as to 100% by Mr. Pong, an executive Director.

Note 2: Richfield (Holdings) Limited is beneficially owned as to 100% by Mr. Au Wing Wah. Under the Securities and Futures Ordinance, Mr. Au Wing Wah is deemed to be interested in all the Shares held by Richfield (Holdings) Limited. On 12 June 2008, Richfield (Holdings) Limited as a chargor has executed a share charge in favour of Vastwood Limited, a wholly-owned subsidiary of Richfield Group Holdings Limited, as a chargee in respect of the fixed charge over these 760,000,000 Shares. Therefore, Richfield Group Holdings Limited is deemed to be interested in the Shares owned by Vastwood Limited under the Securities and Futures Ordinance.

## REASONS FOR THE PLACING AND THE SUBSCRIPTION

As at the date of this announcement, the Group is principally engaged in provision of property brokerage services, provision of schemes for property consolidation, assembly and re-development and property trading in Hong Kong. The Group has diversified its business scope and commenced to engage in property development business in Hong Kong.

The net proceeds of the Subscription will be approximately HK\$243 million. The Directors intend to apply the net proceeds as general working capital of the Group.

The Board considers that it is beneficial to the Company and the Shareholders as a whole to raise capital for the future business development of the Group by way of the Placing and the Subscription as the Placing will broaden the capital and shareholder base of the Company thereby increasing the liquidity of the Shares.

The Directors consider that the Agreement and the Subscription Agreement are entered into upon normal commercial terms following arm's length negotiations between the Company, Mr. Pong and the Placing Agent and that the terms of the Agreement and the Subscription Agreement are fair and reasonable and are in the interests of the Company and the Shareholders as a whole.

## FUND RAISING ACTIVITY IN PAST 12 MONTHS

The following is the equity fund raising activities conducted by the Company in the past 12 months immediately preceding the date of this announcement:

Date of announcement	Event	Net proceeds (approximately)	Intended use of proceeds as announced	Actual use of proceeds
21 October 2010	Placing of 150,000,000 Shares	HK\$174 million	As general working capital of the Company	Used as intended
1 November 2010	Placing of 150,000,000 Shares	HK\$167 million	As general working capital of the Company	Used as intended

Save as disclosed above, the Company has not conducted any equity fund raising activities in the previous 12 months immediately preceding the date of this announcement.

## GENERAL

**As the Placing and the Subscription are subject to the satisfaction of a number of conditions and may or may not proceed to completion, Shareholders and prospective investors are advised to exercise caution when dealing in the Shares.**

## DEFINITIONS

In this announcement, unless the context otherwise requires, the following expressions shall have the following meanings:

“acting in concert”	has the meaning ascribed to this term under the Takeovers Code
“Agreement”	the placing agreement dated 13 January 2011 and entered into among Mr. Pong, the Company and the Placing Agent in respect of the Placing
“associate(s)”	has the meaning ascribed to this term under the Listing Rules
“Board”	the board of Directors
“Company”	Richfield Group Holdings Limited, a company incorporated in the Cayman Islands with limited liability, the issued Shares of which are listed on the Stock Exchange
“connected person(s)”	has the meaning ascribed to this term under the Listing Rules
“Directors”	directors (including the independent non-executive directors) of the Company
“Group”	the Company and its subsidiaries
“Hong Kong”	the Hong Kong Special Administrative Region of the People’s Republic of China
“Listing Committee”	the listing sub-committee of the Stock Exchange
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange
“Mr. Pong”	Pong Wai San, Wilson, an executive Director and the sole beneficial owner of Virtue Partner
“Placing”	the placing of the Placing Shares by the Placing Agent on behalf of Mr. Pong pursuant to the Agreement
“Placing Agent”	Cheong Lee Securities Limited, a licenced corporation under the Securities and Futures Ordinance for type 1 (dealing in securities) regulated activity as defined under the Securities and Futures Ordinance, acting as the placing agent for the Placing Shares pursuant to the Agreement
“Placing Price”	the placing price of HK\$1.01 per Placing Share

“Placing Shares”	up to 250,000,000 Shares which are beneficially owned by Mr. Pong and will be placed by the Placing Agent on his behalf pursuant to the Agreement
“SFC”	the Securities and Futures Commission of Hong Kong
“Share(s)”	ordinary share(s) of HK\$0.01 each in the share capital of the Company
“Shareholder(s)”	holder(s) of the issued Share(s)
“Subscription”	the subscription for the Subscription Shares by Mr. Pong
“Subscription Agreement”	the subscription agreement dated 13 January 2011 and entered into between the Company and Mr. Pong in respect of the Subscription
“Subscription Shares”	up to 250,000,000 Shares for which Mr. Pong has conditionally agreed to subscribe at a price equal to the Placing Price pursuant to the Subscription Agreement, being the same number of the Placing Shares successfully placed by the Placing Agent in the Placing
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“Takeovers Code”	the Hong Kong Code on Takeovers and Mergers
“Virtue Partner”	Virtue Partner Group Limited, a company incorporated in the British Virgin Islands with limited liability and a substantial shareholder (as defined under the Listing Rules) of the Company, which is interested in approximately 29.02% of the entire issued share capital of the Company as at the date of this announcement
“HK\$”	Hong Kong dollars, the lawful currency for the time being of Hong Kong
“%”	per cent.

By order of the board of directors of  
**Richfield Group Holdings Limited**  
**Lee Wing Yin**  
*Executive Director*

Hong Kong, 13 January 2011

*At the date of this announcement, the Company’s executive Directors are Mr. Pong Wai San, Wilson and Mr. Lee Wing Yin, the Company’s non-executive Director is Mr. Li Chi Chung and the Company’s independent non-executive Directors are Mr. Koo Fook Sun, Louis, Mr. Lai Hin Wing, Henry and Mr. Lung Hung Cheuk respectively.*