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英皇證券集團有限公司*
Emperor Capital Group Limited
(Incorporated in Bermuda with limited liability)
(Stock Code: 717)

UNUSUAL PRICE MOVEMENT

This statement is made at the request of The Stock Exchange of Hong Kong Limited (“Stock Exchange”).

The board of directors (“Board” or “Directors”) of Emperor Capital Group Limited (“Company”) has noted today’s increase in the price of the shares of the Company and wishes to state that the Board is not aware of any reasons for such increase.

The Board wishes to announce that the Company is currently in negotiation on a possible acquisition to expand its existing business (“Possible Acquisition”). No formal written agreement has been entered into in relation to the Possible Acquisition as at the time of publication of this announcement. The Possible Acquisition, if proceed, will constitute a connected transaction under Chapter 14A of the Rules Governing the Listing of Securities on the Stock Exchange (the “Listing Rules”).

Save as aforesaid, the Directors confirm that there are no negotiations or agreements relating to intended acquisitions or realisations which are discloseable under Rule 13.23 of the Rules Governing the Listing of Securities on the Stock Exchange (“Listing Rules”), neither is the Board aware of any matter discloseable under the general obligation imposed by Rule 13.09 of the Listing Rules, which is or may be of a price sensitive nature.

Shareholders of the Company and the potential investors should exercise caution when dealing in the shares of the Company.

By order of the Board
Emperor Capital Group Limited
Daisy Yeung
Managing Director

Hong Kong, 17 October 2011

As at the date of this announcement, the Board comprises:

Executive Directors: Ms. Daisy Yeung (*Managing Director*)
Ms. Choi Suk Hing, Louisa
Ms. Pearl Chan

Independent Non-Executive Directors: Mr. Kwok Chi Sun, Vincent
Mr. Cheng Wing Keung, Raymond
Mr. Chu Kar Wing

** for identification purposes only*