Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



英皇證券集團有限公司*

Emperor Capital Group Limited

(Incorporated in Bermuda with limited liability)
(Stock Code: 717)

DISCLOSEABLE TRANSACTION RELATING TO THE PROVISION OF LOAN FACILITIES

The Board announces that:

- (i) On 24 March 2014, the Lender, an indirect wholly-owned subsidiary of the Company, entered into the Second Loan Agreement with the Borrower, under which the Lender has agreed to provide the Second Loan Facility of up to HK\$50,000,000 to the Borrower. The Second Loan Facility shall be repaid within 12 months from the date of drawdown; and
- (ii) The First Loan Facility granted by the Lender and drawn down by the Borrower under the First Loan Agreement in the sum of HK\$10,000,000 due on 10 October 2013 was rolled over for 12 months on 10 October 2013 (during the 12 months preceding the date of Second Loan Agreement) and shall be repaid on or before 10 October 2014 pursuant to the Renewed First Loan Agreement.

As the relevant percentage ratio (as defined under the Listing Rules) in respect of the aggregate amount of financial assistance granted to the Borrower or its associates within the period of 12 months immediately preceding and up to the date of the Second Loan Agreement exceed 5% but are under 25%, this series of transactions constitutes discloseable transactions of the Company and is therefore subject to the announcement requirement as set out in the Listing Rules but is exempt from shareholders' approval requirement under the Listing Rules.

The Board announces that (i) on 24 March 2014, the Lender, an indirect wholly-owned subsidiary of the Company, entered into the Second Loan Agreement with the Borrower, under which the Lender has agreed to provide the Second Loan Facility of up to HK\$50,000,000 to the Borrower; and (ii) the First Loan Facility granted by the Lender and drawn down by the Borrower under the First Loan Agreement in the sum of HK\$10,000,000 due on 10 October 2013 was rolled over for 12 months on 10 October 2013 (during the 12 months preceding the date of Second Loan Agreement) and shall be repaid on or before 10 October 2014 pursuant to the Renewed First Loan Agreement. The principal terms of the Loan Agreements are set out below:-

THE LOAN AGREEMENTS

Parties

Lender: Emperor Finance Limited, an indirect wholly-owned subsidiary of the

Company

Borrower: the borrower under the Loan Agreements

The Borrower is a company listed on the Stock Exchange. Its principal activity is investment holding and its subsidiaries are principally engaged in media production and distribution businesses. To the best knowledge, information and belief of the Directors having made all reasonable enquiries, the Borrower and the ultimate beneficial owner of its controlling shareholders (as defined under the Listing Rules) are independent third parties not connected with the Company or connected persons of the Company.

Principal terms of the First Loan Agreement

Date: 10 October 2012

Amount of the up to HK\$10,000,000 (the maximum amount was fully drawn down

loan facility: by the Borrower after the date of the First Loan Agreement)

Repayment: on or before 10 October 2013 (subsequently rolled over under the

Renewed First Loan Agreement)

Interest: 12% per annum

Principal terms of the Renewed First Loan Agreement

Date: 10 October 2013

Amount of the HK\$10,000,000

loan facility:

Repayment: on or before 10 October 2014

Interest: 10% per annum

Principal terms of the Second Loan Agreement

Date: 24 March 2014

Amount of the up to HK\$50,000,000

loan facility:

Drawdown: available for drawdown commencing from the date of the Second

Loan Agreement

Repayment: within 12 months from the date of drawdown

Interest:

- 1) 9% per annum for the 1st to the 4th months from the date of drawdown;
- 2) 9.5% per annum for the 5th to the 8th months from the date of drawdown; and
- 3) 10% per annum for the 9th to the 12th months from the date of drawdown

REASONS FOR ENTERING INTO THE LOAN AGREEMENTS

The principal business activity of the Company is investment holding and its subsidiaries are principally engaged in the provision of financial services in Hong Kong, including (i) brokerage services for securities, futures and options traded on the exchanges in Hong Kong, the United States, Japan and the United Kingdom, as well as wealth management and asset management services; (ii) margin and initial public offering financings as well as loans and advances such as personal money lending and second mortgage loan; (iii) placing and underwriting services; and (iv) corporate finance advisory services.

The Lender is a registered money lender holding a valid money lenders licence under the Money Lenders Ordinance (Chapter 163 of the Laws of Hong Kong) and is principally engaged in the business of money lending services. The provision of the Loan Facilities is carried out as part of the ordinary and usual course of business activities of the Group. The Loan Facilities were / will be funded by internal resources of the Group.

The terms of the Loan Agreements were arrived at after arm's length negotiations between the Lender and the Borrower. After considering the expected revenue generated / to be generated and the attractive return to the Group, the Directors are of the view that the provision of the Loan Facilities under the Loan Agreements is on normal commercial terms which are fair and reasonable and in the interests of the Company and its Shareholders as a whole.

IMPLICATIONS UNDER THE LISTING RULES

As the relevant percentage ratio (as defined under the Listing Rules) in respect of the aggregate amount of financial assistance granted to the Borrower or its associates within the period of 12 months immediately preceding and up to the date of the Second Loan Agreement exceed 5% but are under 25%, this series of transactions constitutes discloseable transactions of the Company and is therefore subject to the announcement requirement as set out in the Listing Rules but is exempt from shareholders' approval requirement under the Listing Rules.

DEFINITIONS

"Board"	board of Directors of the Company
"Borrower"	the borrower under the Loan Agreements and an independent third party
"Company"	Emperor Capital Group Limited, an exempted company incorporated in Bermuda with limited liability, the shares of which are listed on the Stock Exchange
"connected person(s)"	has the meaning ascribed to it under the Listing Rules

"Directors"	the directors of the Company
"First Loan Agreement"	the loan agreement dated 10 October 2012 entered into between the Lender and the Borrower relating to the granting of the First Loan Facility
"First Loan Facility"	the loan facility in the amount of HK\$10,000,000 granted by the Lender to the Borrower pursuant to the terms of the First Loan Agreement as renewed by the Renewed First Loan Agreement
"Group"	the Company and its subsidiaries
"HK\$"	Hong Kong dollars, the lawful currency of Hong Kong
"Hong Kong"	Hong Kong Special Administrative Region of The People's Republic of China
"Lender"	Emperor Finance Limited, a company incorporated in Hong Kong with limited liability and an indirect wholly-owned subsidiary of the Company
"Listing Rules"	The Rules Governing the Listing of Securities on the Stock Exchange
"Loan Agreements"	the First Loan Agreement, the Renewed First Loan Agreement and the Second Loan Agreement
"Loan Facilities"	the First Loan Facility and the Second Loan Facility
"percentage ratio(s)"	percentage ratio(s) as set out in Rule 14.07 of the Listing Rules to be applied for determining the classification of a transaction
"Renewed First Loan Agreement"	the loan agreement dated 10 October 2013 entered into between the Lender and the Borrower to renew the First Loan Agreement
"Second Loan Agreement"	the loan agreement dated 24 March 2014 entered into between the Lender and the Borrower relating to the granting of the Second Loan Facility
"Second Loan Facility"	the loan facility in the amount up to HK\$50,000,000 granted by the Lender to the Borrower pursuant to the terms of the Second Loan Agreement
"Share(s)"	ordinary shares of HK\$0.01 each in the issued share capital of the Company
"Shareholders"	holders of Shares

"Stock Exchange"	The Stock Exchange of Hong Kong Limited		
"%"	per cent		

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

Hong Kong, 24 March 2014

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

Executive Directors: Ms. Daisy Yeung

Mr. Chan Shek Wah

Ms. Choi Suk Hing, Louisa

Ms. Pearl Chan

Independent Non-Executive Directors: Mr. Cheng Wing Keung, Raymond

Mr. Chu Kar Wing Mr. Poon Yan Wai