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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)

VOLUNTARY ANNOUNCEMENT

MEMORANDUM OF UNDERSTANDING IN RESPECT OF POSSIBLE FORMATION OF A JOINT VENTURE

This announcement is made by Emperor Capital Group Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) on a voluntary basis for the purpose of keeping potential investors and shareholders of the Company (“**Shareholders**”) informed of the latest business development of the Group.

The board of directors of the Company (the “**Board**”) is pleased to announce that on 30 November 2015, Emperor Securities Limited, an indirect wholly owned subsidiary of the Company, entered into a memorandum of understanding (the “**MOU**”) with 嘉實基金管理有限公司 (Harvest Fund Management Co., Ltd) and 上海豐實資產管理有限公司 (Fengshi Asset Management Co., Ltd.) in relation to the proposed formation of a joint venture company (the “**JV Company**”) under the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA) framework for the purpose of establishing a licensed corporation to provide full range of securities and financial services in the People’s Republic of China (the “**PRC**”).

The JV Company, once established, will apply to be a full-licensed joint venture securities company in the PRC. Through the JV Company, the Group will be able to tap into the financial services market in the PRC and capture any opportunities arising from the increasing investment and fund raising demand in the PRC such as participating in underwriting of renminbi-denominated bonds for companies in the PRC and placement of shares which are traded on the Shanghai and Shenzhen stock exchanges.

Further announcement will be made to provide update on the transactions contemplated under the MOU as and when appropriate.

** for identification purposes only*

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

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

Hong Kong, 30 November 2015

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. Chu Kar Wing
Mr. Poon Yan Wai
Ms. Wan Choi Ha