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NOBLE CENTURY INVESTMENT HOLDINGS LIMITED

仁瑞投資控股有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 2322)

COMPLETION OF PLACING OF NEW SHARES UNDER GENERAL MANDATE

The Board is pleased to announce that all conditions of the Placing have been fulfilled and the completion of the Placing took place on 23 September 2013. 120,000,000 Placing Shares have been successfully placed by the Placing Agent to not less than six Placees pursuant to the terms and conditions of the Placing Agreement.

Reference is made to the announcement issued by Noble Century Investment Holdings Limited (the “**Company**”) dated 30 August 2013 in respect of, inter alia, the Placing of new Shares (the “**Announcement**”). Unless defined otherwise, terms used herein shall have the same meanings as those defined in the Announcement.

COMPLETION OF THE PLACING

The Board is pleased to announce that all conditions of the Placing have been fulfilled and the completion of the Placing took place on 23 September 2013. 120,000,000 Placing Shares have been successfully placed by the Placing Agent to not less than six Placees at the Placing Price of HK\$0.28 per Placing Share. The net proceeds from the Placing amount to approximately HK\$32.6 million.

To the best of the Directors’ knowledge, information and belief having made all reasonable enquiries, the Placees and their ultimate beneficial owners are not connected persons (as defined in the Listing Rules) of the Company. None of the Placees will become a substantial Shareholder (as defined under the Listing Rules) immediately after completion of the Placing.

SHAREHOLDING STRUCTURE OF THE COMPANY

The 120,000,000 Placing Shares under the Placing represent (i) approximately 16.57% of the issued share capital of the Company immediately before completion of the Placing of 724,000,000 Shares; and (ii) approximately 14.22% of the issued share capital of the Company as enlarged by the allotment and issue of the Placing Shares.

Set out below is the shareholding structure of the Company (i) immediately before completion of the Placing; and (ii) immediately upon completion of the Placing:

	Immediately before the completion of the Placing		Immediately upon completion of the Placing	
	<i>No. of Shares</i>	<i>Approx. %</i>	<i>No. of Shares</i>	<i>Approx. %</i>
Superb Smart Limited (<i>Note 1</i>)	340,000,000	46.96	340,000,000	40.28
Public:				
The Placing Agent (<i>Note 2</i>)	4,848,000	0.67	4,848,000	0.57
Places	—	—	120,000,000	14.22
Other public shareholders	<u>379,152,000</u>	<u>52.37</u>	<u>379,152,000</u>	<u>44.93</u>
	<u>724,000,000</u>	<u>100.00</u>	<u>844,000,000</u>	<u>100.00</u>

Notes:

1. Superb Smart Limited, a company incorporated in the British Virgin Islands with limited liability which is wholly and beneficially owned by Ms. Zheng Juhua, the Chairman and an executive director of the Company.
2. To the best of the Directors' knowledge, information and belief, having made all reasonable enquiries, as at the date of this announcement, the Placing Agent and its ultimate beneficial owners are Independent Third Parties.
3. The above percentages are subject to rounding errors.

By order of the Board
Noble Century Investment Holdings Limited
Zheng Juhua
Chairman

Hong Kong, 23 September 2013

As at the date of this announcement, the executive Directors are Ms. Zheng Juhua, Mr. Chan Chi Yuen and Mr. Chen Shaohua; the independent non-executive Directors are Mr. Man Kwok Leung, Mr. Yu Pak Yan, Peter and Mr. Chi Chi Hung, Kenneth.