



英皇證券集團有限公司
Emperor Capital Group Limited

於百慕達註冊成立之有限公司 Incorporated in Bermuda with limited liability

**INTRODUCES CHINA TAIPING INSURANCE AS STRATEGIC SHAREHOLDER
BY SHARE SUBSCRIPTION
TO RAISE NET PROCEEDS OF ABOVE HK\$400 MILLION**

(Hong Kong, 1 December 2016) **Emperor Capital Group Limited** (the “Group” or “Emperor Capital Group”) (Stock code: 717), a one-stop comprehensive financial services institution in Hong Kong, today announced share subscription under general mandate (the “Subscription”).

The Group has agreed to allot and issue a total of 612,900,000 shares (the “Subscription Shares”) at HK\$0.66 per subscription share (the “Subscription Price”) to a company incorporated in Hong Kong, whose ultimate controlling shareholder is China Taiping Insurance Group Limited (“China Taiping Insurance”), a PRC state-owned financial and insurance group. It is also a subsidiary of China Taiping Insurance Holdings Company Limited, a listed company on the Main Board of The Stock Exchange of Hong Kong Limited (the “Stock Exchange”) (Stock code: 966).

The Subscription Shares represent (i) approximately 10.00% of the existing issued share capital; and (ii) approximately 9.09% of the enlarged share capital comprising 6,740,845,724 shares. The Subscription Price represents a discount of approximately 19.5% to the closing price of HK\$0.82 per share as quoted on the Stock Exchange today.

The estimated aggregate net proceeds from the Subscription will be approximately HK\$404.5 million, which are intended to be used (i) for expansion of money lending business which include the commercial and personal lending as well as margin and IPO financing, and (ii) for repayment of outstanding loans.

The controlling shareholder of the Group currently holds 2,667,805,360 shares, representing approximately 43.54% of the issued share capital of the Group. Subsequent to the completion of the Share Subscription, the controlling shareholder will hold approximately 39.58% of the enlarged issued share capital of the Group.

Ms. Daisy Yeung, Chief Executive Officer of Emperor Capital Group, said, “China Taiping Insurance is a giant insurance conglomerate in the PRC with long-established brand, leading service standard and sound reputation. I am delighted to welcome China Taiping Insurance as our strategic shareholder by share subscription, which is a vote of confidence towards our management team and future development. Such share subscription not only strengthens our shareholder portfolio, but also provides additional liquidity to fuel our ever-expanding money lending business, driving us to achieve new milestones.”

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About Emperor Capital Group Limited

Established in 1993, Emperor Capital Group Limited (717.HK) is a renowned Hong Kong based financial institution providing a wide range of financial services including (i) commercial and personal lending as well as margin and IPO financing; (ii) brokerage, wealth management and asset management; (iii) placing and underwriting services for listed issuers; and (iv) corporate finance advisory services. Emperor Capital Group Limited has become one of the constituent stocks of MSCI HK Small Cap Index since 1 December 2015. For more information, please visit its website: www.emperorcapi.com

About China Taiping Insurance Group Limited

China Taiping Insurance Group Limited is a PRC state-owned financial and insurance group, and is currently the longest standing national brand in China's insurance industry. Its business covers life insurance, general insurance, pension plans, reinsurance, securities brokerage, asset management and non-financial investment, and its operations have presence in many countries and regions including the PRC, Hong Kong, Macau, Europe, Oceania, East Asia and Southeast Asia. For more information, please visit its website: www.cntaiping.com/about

About China Taiping Insurance Holdings Company Limited

Ching Taiping Insurance Holdings Company Limited (Stock code: 966) is a member of the group of companies under China Taiping Insurance Group Limited, which is a large scale, Chinese insurance enterprise incorporated in the People's Republic of China ("PRC"). The principal activity of China Taiping Insurance Holdings Company Limited is investment holding. The principal activities of its subsidiaries are the underwriting of direct life insurance business in the PRC and Hong Kong, direct property and casualty insurance business in the PRC, Hong Kong and overseas, pension and group life insurance business, and all classes of global reinsurance business. Its subsidiaries also carry on operations in asset management, insurance intermediary, E-commerce for insurance, property investment, financial leasing, securities dealing and broking business. For more information, please visit its website: www.ctih.cntaiping.com

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