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## CHINA SHUN KE LONG HOLDINGS LIMITED

中國順客隆控股有限公司

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 974)**

### **VOLUNTARY ANNOUNCEMENT ENTERING INTO A COOPERATION AGREEMENT**

This is a voluntary announcement made by the China Shun Ke Long Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”). The board (the “**Board**”) of directors (the “**Directors**”) of the Company announces that on 25 August 2016, 佛山市順客隆商業有限公司 (Foshan Shun Ke Long Commercial Limited Company\*) (“**Foshan SKL**”), indirectly wholly-owned subsidiary of the Company, and 上海新飛凡電子商務有限公司 (Shanghai New Feifan E-commerce Limited Company\*) (“**Shanghai Feifan**”) entered into a cooperation agreement (the “**Cooperation Agreement**”).

To the best knowledge, information and belief of the Directors and after making all reasonable enquiries, Shanghai Feifan and its ultimate beneficial owners are independent third parties.

Shanghai Feifan is principally engaged in E-commerce, research and development of internet technology, and provision of online video, online picture, online game, online music and online payment services, advertising design and making service and data processing service. The existing business of Shanghai Feifan involves providing Wi-Fi services, online payment, and online advertising.

Shanghai Feifan operates an e-commerce service platform called 飛凡 (“**Feifan**”) on which commercial operators and customer needs are pooled together with the use of internet technologies and resource. It helps to build a comprehensive online platform to quickly achieve high efficiency and precision of internet operations and bring enjoyable buying experiences for customers.

Foshan SKL is principally engaged in retail and wholesale in business in PRC.

Under the Cooperation Agreement, Shanghai Feifan shall install in the retail outlets of Foshan SKL technological infrastructure such as Wi-Fi, Beacon and POS system. Meanwhile, Foshan SKL shall have access to marketing data of Feifan derived from the shared members data.

The Board is of the view that through the strengths of Feifan in cloud computing and big data application and coupled with strong local networks of Foshan SKL, it will bring more customers to do shopping in the retail outlets of the Group and it will in turn benefit the Company and its shareholders in the long run.

The entering into of the Cooperation Agreement will not constitute a notifiable transaction under Chapter 14 of the Rules Governing the Listing of securities on The Stock Exchange of Hong Kong Limited.

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

*\* for identification purpose only*

By order of the Board  
**China Shun Ke Long Holdings Limited**  
**Lao Songsheng**  
*Chairman*

Hong Kong, 25 August 2016

*As at the date of this announcement, the executive Directors are Mr. Lao Songsheng, Ms. Wang Yanfen and Mr. Wu Zhaohui; the non-executive Directors are Mr. Chen Yijian, Ms. Lao Weiping and Ms. Zhang Bei; and the independent non-executive Directors are Mr. Guan Shiping, Mr. Sun Hong and Mr. Shin Yick Fabian.*