



12 August 2016

**High Concentration of Shareholding
in
Season Pacific Holdings Limited (Stock Code: 8127)**

This announcement is made by the Securities and Futures Commission (“SFC”) in respect of the concentration of the shareholding of Season Pacific Holdings Limited (“the Company”) in the hands of a limited number of shareholders as at 1 August 2016.

In view of the high concentration of shareholding in a small number of shareholders, shareholders and prospective investors should be aware that the price of the shares of the Company (“Shares”) could fluctuate substantially even with a small number of shares traded, and should exercise extreme caution when dealing in the Shares.

The SFC has recently completed an enquiry into the shareholding of the Company. Our findings suggested that as at 1 August 2016, 17 shareholders held an aggregate of 289,020,000 Shares, representing 28.90% of the issued Shares. Such shareholding, together with 710,000,000 Shares (representing 71.00% of the issued Shares) held by a controlling shareholder and two substantial shareholders of the Company, represented 99.90% of the issued Shares as at 1 August 2016. Therefore, only 980,000 Shares (representing 0.10% of the issued Shares) were held by other shareholders.

As at 1 August 2016, the shareholding structure of the Company was as follows:-

	Number of Shares held (Shares)	% of total number of issued Shares (%)
Alpha Direct Investments Limited (Note 1)	554,500,000	55.45
Success Time Holdings Limited (Note 2)	87,500,000	8.75
Wise Manner Limited (Note 3)	68,000,000	6.80
A group of 17 shareholders (Note 4)	289,020,000	28.90
Other shareholders	980,000	0.10
Total	1,000,000,000	100.00

Note 1: Alpha Direct Investments Limited is wholly-owned by Mr. Cheung Lui (the Chairman, Chief Executive Officer and Executive Director of the Company).

Note 2: Success Time Holdings Limited is wholly-owned by Mr. Yip Chung Wai David.

Note 3: Wise Manner Limited is wholly-owned by Ms. Mang Ngai (the Chief Operating Officer of the Company).

Note 4: 273,380,000 Shares (representing 27.34% of the issued Shares) were held by 12 shareholders who initially obtained 246,800,000 Shares in the placing of the Company for GEM Board listing in October 2015.



The Company was listed on the GEM Board of the Stock Exchange of Hong Kong Limited on 7 October 2015 by way of placing a total of 250,000,000 placing Shares, representing 25% of the issued shares, at HK\$0.15 per placing Share. On the first day of listing, the Shares closed at HK\$1.60, which was 9.7 times higher than the placing price.

The closing price of the Shares subsequently continued to increase by 243.1% to HK\$5.49 on 14 April 2016, and then eased slightly to HK\$5.34 on 30 May 2016.

Thereafter, during the period from 31 May 2016 to 10 August 2016, the closing price of the Shares increased further by 58.8% to HK\$8.48. During this period, the Company has made the following announcements:-

- On 15 June 2016, the Company announced the annual results for the year ended 31 March 2016, which recorded a net profit of HK\$4,139,000, representing a decrease of 72.0% from the previous financial year's net profit of HK\$14,780,000.
- On 5 August 2016, the Company announced a positive profit alert, which expected to record a net profit for the 3 months ended 30 June 2016, as compared to a net loss for the same period in the previous financial year.
- On 10 August 2016, the Company announced the first quarterly results for the 3 months ended 30 June 2016, which record a net profit of HK\$4,902,000, as compared to a net loss of HK\$1,780,000 for the same period in the previous financial year.

As at 11 August 2016, the Shares closed at HK\$8.52, representing an increase of 55.8 times from the placing price of HK\$0.15.

In view of the high concentration of shareholding in a small number of shareholders, shareholders and prospective investors should be aware that the price of the Shares could fluctuate substantially even with a small number of shares traded, and should exercise extreme caution when dealing in the Shares.

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