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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)

LAPSE OF MEMORANDUM OF UNDERSTANDING

This announcement is made by Noble Century Investment Holdings Limited (the “**Company**”) pursuant to Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) and Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

Reference is made to the announcements (the “**Announcements**”) of the Company dated 22 November 2016, 23 November 2016 and 22 February 2017 respectively in relation to, among other matters, the non-legally binding memorandum of understanding (the “**MOU**”) dated 22 November 2016 and the supplemental memorandum of understanding (the “**Supplemental MOU**”) dated 22 February 2017 respectively in relation to the possible acquisition (the “**Acquisition**”) of not less than 51% of the issued share capital in ZhongTai Specialty Financing Holdings Limited (中泰創展控股有限公司) (the “**Target Company**”). Unless otherwise defined, capitalised terms used in this announcement shall have the same meanings as those defined in the Announcements.

LAPSE OF THE MOU

As disclosed in the Announcements, pursuant to the MOU (as supplemented by the Supplemental MOU), the Exclusivity Period was granted to the Company and the Company and the Vendor shall negotiate in good faith towards one another in ensuring the Agreement be entered into on or before the Agreement Signing Date.

The Company wishes to update the Shareholders that up to 22 August 2017, the Agreement has not been entered into between the Company and the Vendor and the MOU (as supplemented by the Supplemental MOU) has lapsed and ceased to have any effect.

The Directors are of the view that the lapse of the MOU (as supplemented by the Supplemental MOU) does not have any material adverse impact on the business operation and financial position of the Group.

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

Hong Kong, 22 August 2017

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