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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)

RIGHTS ISSUE OF 844,000,000 RIGHTS SHARES ON THE BASIS OF ONE (1) RIGHTS SHARE FOR EVERY ONE (1) SHARE HELD ON THE RECORD DATE WITH BONUS ISSUE ON THE BASIS OF TWO (2) BONUS SHARES FOR EVERY ONE (1) RIGHTS SHARE TAKEN UP UNDER THE RIGHTS ISSUE

COMMENCEMENT OF DEALINGS IN THE SHARES ON AN EX-RIGHTS BASIS

Reference is made to the announcements of Noble Century Investment Holdings Limited (the “**Company**”) dated 12 December 2013, 8 January 2014 and 21 January 2014 and the circular of the Company dated 29 January 2014 (the “**Circular**”) in relation to the Rights Issue and the Bonus Issue. Unless provided otherwise, capitalized terms used in this announcement shall have the same meanings as those defined in the Circular.

Pursuant to the expected timetable of the Rights Issue in the Circular, the last day of dealings in the Shares on a cum-rights basis was Thursday, 6 March 2014. The closing market price per Share as quoted in the daily quotation sheets of Stock Exchange on Thursday, 6 March 2014 was HK\$0.194.

Dealings in the Shares on an ex-rights basis have been commenced on Friday, 7 March 2014.

Shareholders and potential investors should exercise extreme caution when dealing in the Shares, and if they are in any doubt about their position, they should consult their professional advisers.

Any Shareholder or other person dealing in Shares up to the date on which all conditions of the Rights Issue and the Bonus Issue are fulfilled (which is expected to be on Wednesday, 2 April 2014), will accordingly bear the risk that the Rights Issue and the Bonus Issue cannot become unconditional and may not proceed. Any Shareholder or other person contemplating selling or purchasing Shares, who is in any doubt about his/her/its position, is recommended to consult his/her/its own professional adviser.

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

Hong Kong, 7 March 2014

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.