

To: Business Editor  
[For Immediate Release]



E Lighting Group

壹照明集團控股有限公司

**E Lighting Group Holdings Limited**

**E Lighting successfully listed on the GEM of  
The Stock Exchange of Hong Kong Limited**

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[29 September 2014, Hong Kong] **E Lighting Group Holdings Limited** (“e Lighting” or the “Company” and together with its subsidiaries, the “Group”; stock code: 8222), the largest lighting retail chain group in Hong Kong, commenced trading on the Growth Enterprise Market (“GEM”) of The Stock Exchange of Hong Kong Limited (“SEHK”) today.

Ample Capital Limited is the Sponsor; Quam Securities Company Limited is the Bookrunner; Quam Securities Company Limited and Ample Orient Capital Limited are Joint Lead Managers; Brilliant Norton Securities Company Limited, Convoy Investment Services Limited, Great Roc Capital Securities Limited and SBI China Capital Financial Services Limited are Co-Managers.

Shares of e Lighting were actively traded, with a total volume of approximately 2.65million shares, representing an aggregate turnover of approximately HK\$11.7million. Shares closed at HK\$ 4.1 per share.

According to Ipsos report, e Lighting was the largest lighting product specialty retailer in Hong Kong in 2013, with a market share of approximately 12.1% of the total revenue of the lighting product retail industry in Hong Kong. The Group is principally engaged in the sale of quality lighting and designer label furniture from all around the world. For the two years ended 31 March 2014, the Group’s



revenue amounted to approximately HK\$68.8 million and HK\$79.2 million, respectively; whilst commanding high gross profit margins of 58.0% and 59.6%.

### **Expanding business in other districts adopting successful clustering model in Wanchai**

Since its inception, e Lighting has been opening featured theme lighting stores in favourable locations across the territory, including Wanchai, Mongkok and Shatin. It currently has 17 retail outlets in total, 9 of which are strategically situated within close vicinity of each other in Morrison Hill Road, Wanchai, to generate a consolidation effect together with other nearby lighting appliance retail stores, having successfully promoted the area as a primary locus for lighting appliance products. This in turn promotes customer traffic and sales capacity for the area and enables e Lighting to benefit therefrom. Most of the Group's proceeds from the listing will be used for opening more stores in different districts across the territory for expanding the retail floor area by 12,000 sq. ft. E Lighting will continue to identify other districts in future, including those unexploited districts with potential to become a new locus for furniture and lighting retailing, such as Tsuen Wan as well as shopping malls. E Lighting will extend its business advantage brought about by its successful clustering model in Morrison Hill Road.



### **Prevailing trends in energy conservation give rise to LED opportunities**

Governments in various countries are introducing policies to regulate the use of incandescent lamps as a result of the growing public awareness of environment protection and energy conservation. In Hong Kong, the Mandatory Energy Efficiency Labelling Scheme for energy-saving lamps has been enforced, and the "Voluntary Energy Efficiency Labelling Scheme" was extended to cover LED lamps in January 2014. The relatively eco-friendly and energy-efficient LED lamps are widely tipped by the industry to emerge as the mainstream lighting products.

To capture market opportunities, e Lighting will strengthen its LED business with focus on LED products promotion. The Group will expand the retail floor area of its LED specialty stores to capitalise on the environmental friendly and energy-saving trends and contribute to the Green Business practices in Hong Kong. The Group has enjoyed the first-mover advantage in the development of LED technology, which has been widely applied in the lighting appliance products distributed by the Group. In 2013 and 2014, the Group set up two PANASONIC LED Concept Shops in Hong Kong with showrooms to showcase PANASONIC LED lighting products. To spoil customers with quality choices of lighting products, it also identifies and offers high-potential PANASONIC LED products based on the assessment of the local market environment in Hong Kong. Moreover, approximately 28.6% of the estimated net proceeds will be applied for opening new LED specialty stores, which will boast 4,000 sq. ft. of retail floor space. Such expansion plan is expected to be accomplished by the end of March in 2017.

### **Eyeing enormous growth potential by catering to personalised household needs**

As highlighted in the 2013-2014 Policy Address, the Hong Kong SAR government will have 470,000 additional housing units built in the next decade. While this spurs growth in the property transactions, it will also drive demand for lighting products. In light of the changes in the current living environment, the market demand for lighting has also shifted. Consumers are more inclined to choose lighting



appliances that match their home décor and furnishings such as light bulbs with a warm tone, long endurance and no overheating risk. The majority of products from e Lighting feature ingenious design and craftsmanship of famous designers and encapsulate novel and unique concepts. They look after all kinds of household needs with great attention to detail and help lift both the taste and comfort of home living. Always working from the heart, e Lighting faithfully caters to the unique consumer needs in Hong Kong to adapt swiftly to market changes.

Furthermore, as the smart home idea catches on, the market has seen an increasing demand for home lighting appliances. Light bulbs not only illuminate, but could also be smart with timed or sensing switch, remote colour switch, or even more sophisticated light controls via smart phone apps. With fast-paced technological advancement, smart appliances with lighting functions will likely become pervasive. Drawing upon its rich industry experience, e Lighting looks to capture the growth opportunities going forward, source the best lighting and furniture brands from around the world, lead the trend and drive growth in the industry.

**Mr. Hui Kwok Keung Raymond, Founder and Chief Executive Officer of e Lighting**, said, “We are very honoured to have received strong support for the initial public offering of e Lighting. The successful listing on the GEM of SEHK signifies the Group’s access to international capital market. We have high expectations for the future growth of LED and a strong faith in the operational capabilities of the Group. We hope to seize the market opportunities by delivering quality products that could set the trends and meet personalised household needs. Featuring taste, design and environmental benefits, our products will light up the homes at the foot of the Lion Rock. Given the strong support of the capital market, our own strengths and the global trend of saving energy, protecting the environment and pursuing the quality of life, e Lighting has great confidence in maintaining steady growth in the future and maximising returns for investors.”



**Mr. Li Xiaojia Charles, Chief Executive of SEHK (left)**, attended the listing ceremony of e Lighting and took photos with **Mr. Hui Kwok Keung Raymond, Founder and Chief Executive Officer (middle)**, **Mr. Hue Kwok Chiu, Chairman and Executive Director (right)** of e Lighting





**Mr. Hue Kwok Chiu, Chairman and Executive Director (left), Mr. Hui Kwok Keung Raymond, Founder and Chief Executive Officer (right),** knocked the copper gong to announce the start of trades



**Mr. Hue Kwok Chiu, Chairman and Executive Director (right)** presented a souvenir to Listing Committee Member of SEHK





Issued by Trinity Communications Group Limited for and on behalf of  
**e Lighting Group Holdings Limited.**

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