

To: Finance Editor
[For Immediate Release]



壹照明集團控股有限公司
E Lighting Group Holdings Limited

E Lighting Proposed Listing on the Growth Enterprise Market of the Stock Exchange of Hong Kong
Placing Price Set Between HK\$0.5 and HK\$0.6 Per Placing Share

Hong Kong's Most Well-established Retail Chain of Lighting Products
A Total of 17 Lighting Specialty Stores Located at Favourable Locations in Hong Kong
Being the Master of Exquisite Life by Providing Worldwide Quality Lighting and Designer Label Furniture Products



[23 September 2014, Hong Kong] The most well-established retail chain of lighting products in Hong Kong - **e Lighting Group Holdings Limited** ("e Lighting" or the "Company" and together with its subsidiaries, the "Group"; stock code: 8222), announced the listing of its shares on the Growth Enterprise Market of the Stock Exchange of Hong Kong Limited ("SEHK")

E Lighting plans to place an aggregate of 100,000,000 Shares at a Placing Price range between HK\$0.5 and HK\$0.6. Placing on the Growth Enterprise Market will commence at 9:00a.m. on 29 September 2014, Monday in board lots of 4,000 shares each.

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

E Lighting is the most well-established retail chain of lighting products in Hong Kong. It is principally engaged in the sale of quality lighting and designer label furniture products around the



world. For the two years ended 31 March 2014, its revenue was approximately HK\$68.8 million and HK\$ 79.2 million, respectively; its gross profit was approximately HK\$39.9 million and HK\$47.2 million, respectively; its gross profit margin was 58.0% and 59.6%, respectively.

Sales of lighting appliance products make up the major part of the Group's business while quality furniture and fashionable accessories are also provided. The following table presents the breakdown of the Group's sales revenue by product category:

(HK\$'000)	For the year ended 31 March	
	2013	2014
Sale of lighting appliance products	63,139	71,276
Sale of designer label furniture and accessories	5,640	7,882
Total	68,779	79,158

Since its establishment in 2003, e Lighting has situated its lighting specialty stores at favourable locations in Hong Kong, including Wanchai, Mongkok and Shatin districts. As of the end of August 2014, the Group has operated a total of 17 retail outlets. Besides the trademark of E LIGHTING as the major store branding, the Group has developed a multi-branding business model for its retail chain, under other trademarks, namely E DESIGN, E COLLECTION, MANHATTAN, EUROLUX, METROPOLIS and ELEMENT LIGHTING DESIGN for various sales themes. The Group distinguishes lighting products from different origins and styles, to meet the needs of diversified customer groups.

Clustering Approach in Morrison Hill Road, Wanchai

E Lighting strategically sited 9 of its retail outlets within close vicinity of each other in Morrison Hill Road, Wanchai. These outlets, together with other lighting appliance outlets in Morrison Hill Road, generate a consolidation effect to promote the area to become a primary focus for lighting appliance products, which in turn promote customer traffic and sales capacity for the area and enable e Lighting to benefit therefrom. According to the Ipsos Report, e Lighting was the largest lighting specialty retailer in Hong Kong in 2013 in terms of both revenue and number of retail outlets with a market share of approximately 12.1% of the total revenue of the lighting product retail industry.

Set out below is an analysis of the regional distribution of the Group's retail network:

	Number of retail outlets in the area	Approximate aggregate gross floor area (sq.ft.)
Morrison Hill Road, Wanchai, Hong Kong Island	9	22,042
Lockhart Road, Wanchai, Hong Kong Island	3	1,200
Mongkok, Kowloon	2	2,635
Shatin, New Territories	3	2,636
Total	17	28,513

Designated or Authorised Distributor of over 30 World Renowned Brands

E Lighting offers a wide selection of lighting products like ceiling lights, bedroom ceiling lights, corridor wall lamps, table lamps and so on. E Lighting is currently the designated or authorised distributor in Hong Kong of lighting and furniture products from over 30 international brands and designer labels, including well-known European brands such as ARTEMIDE, KARTELL and TOM DIXON. The Group provides lighting appliance products, luminaries, designer label furniture and accessories. Most of its products are created and designed by famous designers, bringing out the innovation to life and improve the quality of customers' life. Moreover, e Lighting also maintains a good business relationship with PANASONIC from Japan, MEGAMAN from Germany and SYLVANIA from England.





E Lighting business partners of major international brands include:

Artemide®

**Tom
Dixon.**

Kartell

Panasonic

MEGAMAN®

SYLVANIA 

Diversified Brands Fashioning Exquisite Life

E Lighting is committed to becoming the master of fashioning exquisite life and its competitive strengths are: i) possessing one of the most extensive retail chain networks in Hong Kong for lighting and designer label products; ii) successful establishment of a distinctive market positioning as knowledgeable professional in quality lighting and designer furniture products; iii) having distinguishing brand management expertise and ability to showcase and well present its brands; iv) excelling in terms of product variety, inventory availability and affordability; v) being the partner of choice for international brands coming to the Hong Kong market; vi) its long-term working relationship established with its key supplier; vii) having an experienced management team.

Enormous Housing Demand Driving Growth in Lighting and Furniture Product Retail Industry

To a broader extent, lighting is one of the fundamental living necessities. The latest 2013–2014 policy address highlighted the government’s plan to further increase land supply to about 470,000 units in the next 10 years. Such increase in land supply will positively stimulate the growth of residential property market and lead to an increase in retail sales value for lighting products in Hong Kong. As the living standard has been improving, customers in Hong Kong have shown higher awareness on their home décor and furniture design. They are more willing to spend on quality lighting products to enhance their standard of living and thus branded lighting products are gaining popularity. This provides strong growth momentum for e Lighting, which sells quality branded lighting products and designer label furniture.

Well Grasp of Global Trend by Promoting LED Products

With the ever-growing awareness of energy saving around the globe, the governments of certain major developed countries including the United States, Canada, Australia and European Union have begun to introduce policies and schemes for the gradual replacement of incandescent light sources with LED. Therefore, the market of relatively eco-friendly and cost-effective LED lighting products is getting flourishing. In Hong Kong, the Environment Bureau and the EMSD announced the “No Incandescent Light Bulbs” save energy charter (《不要鎢絲燈泡》節能約章) in June 2013, in accordance to which suppliers and retailers participating in the scheme on a voluntary basis shall commit to ceasing replenishing inventories and the sale of incandescent light bulbs. Lighting products such as LED lighting products have emerged as the mainstream replacement choices for incandescent lighting products. In order to capture the market trend and development opportunities, e Lighting is proactively expand its LED product range. The group has assembled



its product portfolio in order that the majority of its lighting appliance products to be LED compatible. In 2013 and 2014, the Group has respectively started up two PANASONIC LED specialty stores which primarily showcase its PANASONIC LED lighting appliance products. The Group's strategic position in LED lighting product market is expected to be advantageous in the future. The Group also plans to select from the new product launch of PANASONIC LED models for which it evaluates to have promising potential based on the assessment of the local Hong Kong market environment to expand the LED product range.

Replicating Wanchai Clustering Model in Other Districts

Looking forward, **founder and Chief Executive Officer of e Lighting Mr. Hui Kwok Keung Raymond** said, "We will continue to expand our retail floor area in Hong Kong in order to further bolster our sales capacity and capture increasing market share. Apart from expanding the existing retail zones like Mongkok and Shatin, we intend to establish new retail floor area in previously uncharted retail districts and a majority proportion of our proceeds from listing will be applied to these ends. We will replicate our proven business clustering model which we have successfully implemented at Morrison Hill Road and expect to expand our business to other districts, thereby increasing the market share and reputation so as to maximise returns to the Company and its shareholders."

About E Lighting Group Holdings Limited

Founded in 2003, e Lighting Group Holdings Limited is principally engaged in the sale of quality lighting and designer label furniture products from all over the world. Currently, e Lighting operates a total of 17 retail outlets, and has become the most well-established retail chain of lighting products in Hong Kong. The Group is currently the designated or authorised distributor in Hong Kong of lighting and furniture products from over 30 international brands and designer labels. It maintains a good business relationship



with various well-known European brands such as ARTEMIDE, TOM DIXON and KARTELL. The Group is providing lighting appliance products, luminaries, designer label furniture and accessories. For more information, please visit www.elighting.asia.

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E Lighting Group

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E Lighting Group Holdings Limited

Factsheet

Placing Summary:

Number of Placing Shares	: 100,000,000 Shares
Placing Price	: HK\$0.5 – HK\$0.6 per Placing Share
Board Lot	: 4,000 Shares
Expected Price and Results Determination	: Friday, 26 September 2014 or before
Allotment of Placing Shares	: Friday, 26 September 2014 or before
Dealings on GEM to commence	: Monday, 29 September 2014, 9:00 a.m.
Stock Code	: 8222

Use of Net Proceeds :

	As a Percentage of Net Proceeds
Expansion of LED specialty store retail floor area	28.6%
Expansion of lighting store retail floor area	28.6%
Expansion of lighting & furniture store retail floor area	28.6%
Marketing and promotion of own branding	6.4%
Strengthen logistic management	6.9%
Working capital and other general corporate purpose	1.0%

Financial Highlights:

(HK\$'000)	For the year ended 31 March	
	2013	2014
Revenue	68,779	79,158
Operating profit	10,622	7,524
Adjusted profit for the year	9,055	8,686

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

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