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HOPEFLUENT GROUP HOLDINGS LIMITED

合富輝煌集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 733)

VOLUNTARY ANNOUNCEMENT EXTENSION OF FRAMEWORK AGREEMENT

Reference is made to the announcement of Hopefluent Group Holdings Limited (the “**Company**”) dated 10 July 2014 (the “**Announcement**”). Unless the context requires otherwise, capitalised terms used herein shall have the same meanings as defined in the Announcement.

As disclosed in the Announcement, the Company entered into a binding framework agreement (the “**Framework Agreement**”) with SouFun Holdings Limited (“**SouFun**”) on 10 July 2014. Pursuant to the Framework Agreement, the Company and SouFun agreed to enter into formal agreements setting out the detailed terms and conditions of the Proposed Transactions within 30 days from the date of the Framework Agreement.

As additional time is required for further negotiations, the Company has entered into an extension agreement with SouFun on 12 August 2014, pursuant to which the parties mutually agreed to further extend the deadline to enter into formal agreements in relation to the Framework Agreement to 23 September 2014. Save for the above, all other terms and conditions of the Framework Agreement shall remain unchanged and continue in full force and effect.

An announcement will be made by the Company when formal agreements have been entered into in respect of the Proposed Transactions.

The Company wishes to emphasize that only the Framework Agreement has been entered into as at the date of this announcement. The Proposed Transactions, which are subject to conditions set out in the Framework Agreement and the finalisation of formal agreements, may or may not proceed. Shareholders and potential investors are urged to exercise caution when dealing in the securities of the Company.

By order of the Board
Hopefluent Group Holdings Limited
Fu Wai Chung
Chairman

Hong Kong, 12 August 2014

As at the date of this announcement, the executive directors of the Company are Mr. FU Wai Chung, Ms. NG Wan, Ms. FU Man and Mr. LO Yat Fung and the independent non-executive directors are Mr. LAM King Pui, Mr. NG Keung and Mrs. WONG LAW Kwai Wah, Karen.