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ETERNITY INVESTMENT LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 764)

DISCLOSEABLE TRANSACTION PROVISION OF FINANCIAL ASSISTANCE

PROVISION OF FINANCIAL ASSISTANCE

The Board announces that, on 21 August 2012 (after trading hours of the Stock Exchange), the Loan Agreement was entered into between Hong Kong Builders as lender and Customer A as borrower. Pursuant to the Loan Agreement, Hong Kong Builders has conditionally agreed to grant an unsecured loan in the principal amount of HK\$22.50 million to Customer A for a term of two years from the date of drawdown.

LISTING RULES IMPLICATION

As the relevant applicable percentage ratios calculated in accordance with the Listing Rules are more than 5% but less than 25%, the grant of loan under the Loan Agreement constitutes a discloseable transaction of the Company under Chapter 14 of the Listing Rules and is only subject to the reporting and announcement requirements of the Listing Rules.

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The Loan Agreement

The principal terms of the Loan Agreement are summarised as follows:

Date	:	21 August 2012
Lender	:	Hong Kong Builders
Borrower	:	Customer A
Principal amount of the loan	:	HK\$22.50 million
Interest rate	:	8% per annum
Term	:	Two years commencing from the date of drawdown
Repayment	:	Customer A shall repay the interests on a quarterly basis and the principal amount of the loan in full at maturity
Early repayment	:	Customer A may at any time repay the subject loan in full by giving not less than 10 business days' prior written notice to Hong Kong Builders before maturity
Conditions precedent	:	The Loan Agreement is conditional upon the fulfilment of the following conditions: (a) the publication of an announcement of the Company in relation to the Loan Agreement and the transactions contemplated thereunder in compliance with Chapter 14 of the Listing Rules; and (b) the signing of a written memorandum of the Loan Agreement (containing the information specified in Section 18(2) of the Money Lenders Ordinance) by Customer A personally within 7 days from the date of the Loan Agreement.

Funding of the loan

The loan will be financed by the Group's internal resources.

Information on Customer A

Customer A is an individual who is a merchant. To the best of the knowledge, information and belief of the Directors having made all reasonable enquires, Customer A is a third party independent of the Company and its connected persons (as defined under the Listing Rules).

Information on Hong Kong Builders

Hong Kong Builders is a money lender licensed in Hong Kong under the provisions of the Money Lenders Ordinance. Hong Kong Builders conducts money lending business in Hong Kong through the provision of secured and unsecured loans to customers.

Reasons for the Loan Agreement

As money lending is one of the principal activities of the Group, the grant of loan to Customer A under the Loan Agreement is in the ordinary and usual course of business of the Group.

The terms of the Loan Agreement are negotiated on an arm's length basis between Hong Kong Builders and Customer A. The Directors are of the view that the terms of the Loan Agreement are on normal commercial terms. Given that a stable interest income is generated from the loan during the term of the Loan Agreement, the Directors consider that the grant of loan under the Loan Agreement is fair and reasonable and in the interests of the Company and its shareholders as a whole.

GENERAL

The Company is an investment holding company and its subsidiaries are principally engaged in distribution of films, sub-licensing of film rights, sales of financial assets, provision of management services to concierge departments of gaming promoters, money lending and property investment.

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DEFINITIONS

In this announcement, the following words and expressions shall, unless the context otherwise requires, have the same meanings when used herein:

“Board”	the board of Directors
“Company”	Eternity Investment Limited, a company incorporated in Bermuda with limited liability and the issued shares of which are listed on the Main Board of the Stock Exchange
“Customer A”	a borrower, being an individual
“Director(s)”	the director(s) of the Company
“Group”	the Company and its subsidiaries
“Hong Kong Builders”	Hong Kong Builders Finance Limited, a company incorporated in Hong Kong with limited liability and a wholly owned subsidiary of the Company
“Hong Kong”	the Hong Kong Special Administrative Region of the People’s Republic of China
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange
“Loan Agreement”	the loan agreement dated 21 August 2012 entered into between Hong Kong Builders as lender and Customer A as borrower in respect of an unsecured loan in the principal amount of HK\$22.50 million
“Money Lenders Ordinance”	the Money Lenders Ordinance (Chapter 163 of the laws of Hong Kong) as amended, supplemented or otherwise modified from time to time
“Stock Exchange”	The Stock Exchange of Hong Kong Limited

“HK\$” Hong Kong dollars, the lawful currency of the Hong Kong

“%” per cent.

By Order of the Board
Eternity Investment Limited
Lei Hong Wai
Chairman

Hong Kong, 21 August 2012

As at the date of this announcement, the Board comprises three executive Directors, namely, Mr. Lei Hong Wai, Mr. Cheung Kwok Wai, Elton and Mr. Chan Kin Wah, Billy; one non-executive Director, namely, Mr. Cheung Kwok Fan; and three independent non-executive Directors, namely, Mr. Wan Shing Chi, Mr. Ng Heung Yan and Mr. Wong Tak Chuen.