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## **ETERNITY INVESTMENT LIMITED**

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 764)**

### **MONTHLY PROGRESS OF CONVERSION OF CONVERTIBLE BONDS OF CHINA STAR ENTERTAINMENT LIMITED AND POSSIBLE DISPOSAL OF EQUITY INTEREST IN CHINA STAR ENTERTAINMENT LIMITED**

Reference is made to the announcement of Eternity Investment Limited (the "**Company**") dated 18 February 2013 and the circular of the Company dated 11 June 2013 (the "**Circular**") relating to the conversion of bonus convertible bonds of China Star Entertainment Limited ("**China Star**") and the possible disposal of equity interest in China Star. Reference is also made to the poll results announcement of the Company dated 28 June 2013. Capitalised terms used in this announcement shall have the same meanings as those defined in the Circular.

As stated in the Circular, to keep the Shareholders and the investing public informed on the progress of the Disposal and the conversion of the Bonus CBs and the 8% CBs held by the Group, the Company will publish an announcement at the end of each month, starting from the end of the month on which the Disposal is approved by the Shareholders until all of the Disposable China Star Shares have been disposed of or the last day of the 12-month period from the date on which the Disposal is approved by the Shareholders, whichever is earlier.

The Directors would like to inform the Shareholders and the investing public that the progress of the Disposal and the conversion of the Bonus CBs and the 8% CBs during July 2013 are as follows:

#### A. CHINA STAR SHARES

Number of China Star Shares held by the Group as at 1 July 2013	Number of China Star Shares allotted and issued to the Group pursuant to the conversion of the Bonus CBs during the month	Number of China Star Shares allotted and issued to the Group pursuant to the conversion of the 8% CBs during the month	Number of China Star Shares disposed of by the Group during the month	Number of China Star Shares held by the Group as at 31 July 2013	Aggregate number of China Star Shares disposed of by the Group during the period from the date of the SGM and up to 31 July 2013
303,990,338	0	0	0	303,990,338	0

#### B. THE BONUS CBs

Principal amount of the Bonus CBs held by the Group as at 1 July 2013	Principal amount of the Bonus CBs converted into China Star Shares by the Group at an initial conversion price of HK\$0.01 per China Star Share during the month	Principal amount of the Bonus CBs held by the Group as at 31 July 2013	Number of China Star Shares allotted and issued to the Group pursuant to the conversion of the Bonus CBs during the month	Number of China Star Shares which may be allotted and issued to the Group pursuant to the conversion of the Bonus CBs as at 31 July 2013
HK\$6,079,806.76	HK\$0	HK\$6,079,806.76	0	607,980,676

## C. THE 8% CBs

Principal amount of the 8% CBs held by the Group as at 1 July 2013	Principal amount of the 8% CBs converted into China Star Shares by the Group at an adjusted conversion price of HK\$0.11 per China Star Share during the month	Principal amount of the 8% CBs held by the Group as at 31 July 2013	Number of China Star Shares allotted and issued to the Group pursuant to the conversion of the 8% CBs during the month	Number of China Star Shares which may be allotted and issued to the Group pursuant to the conversion of the 8% CBs as at 31 July 2013
HK\$350,000,000	HK\$0	HK\$350,000,000	0	3,181,818,181

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

Hong Kong, 1 August 2013

*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.*