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ETERNITY INVESTMENT LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 764)

INSIDE INFORMATION

This announcement is made by Eternity Investment Limited (the “**Company**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Reference is made to the Company’s announcement dated 21 March 2013 (the “**Announcement**”) in connection to (i) the subscription agreement (the “**Subscription Agreement**”) dated 21 March 2013 and entered into between New Cove Limited, an indirect wholly-owned subsidiary of Company, and EDS Wellness Holdings Limited (“**EDS**”) (*formerly known as China AU Group Holdings Limited*) relating to the subscription of the convertible bonds in the principal amount of HK\$40,000,000; (ii) the loan agreement (the “**Loan Agreement**”) dated 21 March 2013 and entered into between Hong Kong Builders Finance Limited, an indirect wholly-owned subsidiary of the Company, and EDS relating to the grant of an unsecured loan in the principal amount of HK\$40,000,000 for a term of three (3) years from the date of drawdown (the “**Loan**”); and (iii) the application for Whitewash Waiver. Reference is also made to the announcement of the Company dated 30 October 2013 in relation to the extension of the long stop date of the Subscription Agreement and the Loan Agreement from 31 October 2013 to 30 June 2014. Unless otherwise defined herein, capitalised terms used in this announcement shall have the same meanings as those defined in the Announcement.

The Board would like to inform the Shareholders and the potential investors that the Company is under negotiation with EDS for the grant of a new loan in the principal amount of up to HK\$30,000,000 (the “**New Loan**”). No agreement has been entered into between EDS and the Company in relation to the grant of the New Loan as at the date of this announcement.

As the Subscription Agreement and the Loan Agreement will become unconditional upon the fulfillment of the conditions precedent, in the event that the grant of New Loan materialises, it will aggregate with the Subscription Agreement and the Loan Agreement in accordance with Rule 14.22 of the Listing Rules and will constitute a notifiable transaction of the Company under the Listing Rules. However, there is no assurance that an agreement in respect of the New Loan may be signed or would be signed at all. The Company will make further announcement as and when appropriate pursuant to the requirements under the Listing Rules.

The grant of New Loan may or may not proceed. Shareholders and potential investors are advised to exercise caution when dealing in the Shares.

This announcement is made by the order of the Board. The Directors collectively and individually accept responsibility for the accuracy of this announcement.

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

Hong Kong, 19 March 2014

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.