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ETERNITY INVESTMENT LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 764)

INSIDE INFORMATION DEVELOPMENT OF A NEW BUSINESS

This announcement is made by Eternity Investment Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) 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).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company would like to inform the shareholders of the Company and potential investors that, in order to diversify its businesses and broaden its revenue, the Group has recently developed a new business (the “**New Business**”), which is the design and sale of a broad range of fine jewelry products. The business model of the New Business involves product design and sale and marketing, but does not involve manufacturing of jewelry products. The manufacturing of the jewelry products under the New Business is outsourced to subcontractors, who are third parties independent of the Company and its connected persons (as defined in the Listing Rules). The jewelry products of the New Business comprise rings, earrings, bracelets, bangles, brooches, necklaces and pendants made of diamonds, gemstones, pearls and precious metals. It is expected that the target customers of the New Business are mainly jewelry wholesalers and retailers in Europe, the United States of America and Canada. The development and operations of the New Business will be financed from the internal resources of the Company. As the New Business is a new business to the Group, the Directors are unable to estimate its contribution to the Group in terms of revenue and profit or loss for the year ending 31 December 2014 at this stage.

Given that the Group’s money lending business is the main contributor to its earnings, the Directors consider the development of the New Business enables the Group to diversify its businesses and broaden its revenue and is in the interests of the Company and its shareholders as a whole.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

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

Hong Kong, 17 October 2014

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