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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)(a) of the Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to notify shareholders and potential investors of the Company that EDS Wellness Holdings Limited (“**EDS Wellness**”), a 70.18% owned subsidiary of the Company and the issued shares of which are listed on the Growth Enterprise Market operated by the Stock Exchange under stock code: 8176, is in discussions with certain independent third parties about (i) a possible fund raising (the “**Possible Issue**”) by way of issuing convertible notes or other instruments (the “**Convertible Instrument(s)**”) which may carry rights to convert into EDS Wellness’s new shares and (ii) certain new business developments (the “**New Business**”) in a segment different from the existing business of EDS Wellness and its subsidiaries. Depending on the size of the Possible Issue and the related terms, the conversion of the Convertible Instrument may lead to a change in control of EDS Wellness.

The Company has been informed that the above discussion is currently at an early stage and the related potential transactions and business development may or may not proceed. Furthermore, the Company has been informed that, as at the date of this announcement, no formal or binding agreements have been entered into by EDS Wellness in relation to the Possible Issue and/or the New Business. The Company will make further announcement(s) should there be any development or entering into of any agreement in accordance with the requirements of the Listing Rules as and when appropriate.

The Company has also been informed that the current discussion between EDS Wellness and the independent third parties involves the issue of Convertible Instruments, instead of shares in EDS Wellness. Accordingly, it is not expected that there will be an immediately change in control of EDS Wellness upon issue of the Convertible Instruments prior to their conversion.

There is no assurance that the Possible Issue, the New Business or any transaction mentioned in this announcement will materialise or eventually be consummated. Shareholders and potential investors of the Company are urged to exercise extreme caution when dealing in the shares of the Company.

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, 21 January 2015

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.