

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



## **ETERNITY INVESTMENT LIMITED**

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 764)**

### **MONTHLY PROGRESS OF POSSIBLE DISPOSAL OF SHARES IN CHINA STAR CULTURAL MEDIA GROUP LIMITED AND COMPLETION ON DISPOSAL OF ALL SHARES IN CHINA STAR CULTURAL MEDIA GROUP LIMITED UNDER THE DISPOSAL MANDATE**

Reference is made to the announcement of Eternity Investment Limited (the "**Company**") dated 5 December 2014 and the circular of the Company dated 23 December 2014 (the "**Circular**") relating to the possible disposal of shares in China Star Cultural Media Group Limited. Reference is also made to the poll results announcement of the Company dated 13 January 2015. 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, the Company will publish an announcement within five Trading Days after the end of each month, starting from the month on which the Disposal Mandate is approved by the Shareholders until all of the 146,640,000 China Star Cultural Shares held by the Group have been disposed of or the last day of the 12-month period from the date on which the Disposal Mandate is approved by the Shareholders, whichever is earlier.

## MONTHLY PROGRESS OF POSSIBLE DISPOSAL OF SHARES IN CHINA STAR CULTURAL MEDIA GROUP LIMITED

The Directors would like to inform the Shareholders and the investing public that the progress of the Disposal during April 2015 is as follows:

<b>Number of China Star Cultural Shares held by the Group as at 1 April 2015</b> <i>(Note)</i>	<b>Number of China Star Cultural Shares disposed of by the Group during the period</b>	<b>Number of China Star Cultural Shares held by the Group as at 30 April 2015</b>	<b>Aggregate number of China Star Cultural Shares disposed of by the Group during the period from 13 January 2015, being the date on which the Disposal Mandate is approved by the Shareholders, to 30 April 2015</b>
70,840,000	70,840,000	0	70,840,000

*Note:*

Prior to the despatch of the Circular, the Group disposed of 75,800,000 China Star Cultural Shares in a series of transactions on open market for an aggregate gross sale proceeds of approximately HK\$94,510,000 (excluding transaction costs), representing an average selling price of HK\$1.2468 per China Star Cultural Share, on 19 December 2014. Please refer to the Circular for more details.

## COMPLETION ON DISPOSAL OF ALL SHARES IN CHINA STAR CULTURAL MEDIA GROUP LIMITED UNDER THE DISPOSAL MANDATE

The Directors would like to inform the Shareholders and the investing public that, during the period from 13 January 2015 to 30 April 2015, the Group has disposed of all its 70,840,000 China Star Culture Shares on open market under the Disposal Mandate. The net proceeds from the disposal of 70,840,000 China Star Culture Shares amounted to approximately HK\$99,522,000. As stated in the Circular, the net proceeds from the Disposal are used for general working capital of the Group.

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

Hong Kong, 4 May 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.*