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ETERNITY INVESTMENT LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 764)

APPOINTMENT OF INDEPENDENT FINANCIAL ADVISER IN RELATION TO THE PROPOSED RIGHTS ISSUE ON THE BASIS OF ONE RIGHTS SHARE FOR EVERY ONE EXISTING SHARE HELD ON THE RECORD DATE

Reference is made to the (a) announcement of Eternity Investment Limited (the “**Company**”) dated 15 May 2015 in relation to, amongst others, the proposed rights issue on the basis of one rights share for every one existing share held on the record date (the “**Announcement**”); and (b) the announcement of the Company dated 20 May 2015 in relation to the expected timetable of the Rights Issue. Capitalised terms used herein shall have the same meanings as those defined in the Announcement unless stated otherwise.

The Board is pleased to announce that, with the approval of the independent board committee of the Company, Donvex Capital Limited, a licensed corporation to carry out business in type 6 (advising on corporate finance) regulated activity under the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong), has been appointed on 28 May 2015 as the independent financial adviser to advise the independent board committee of the Company and the Independent Shareholders in respect of the Rights Issue.

The letter of advice from the independent financial adviser in respect of the Rights Issue will be included in the circular to be despatched to the Shareholders on or before 26 June 2015.

Shareholders and potential investors should note that the Rights Issue is conditional upon the Underwriting Agreement having become unconditional and the Underwriter not having terminated the Underwriting Agreement in accordance with the terms thereof. Accordingly, the Rights Issue may or may not proceed.

The Shares will be dealt in on an ex-entitlements basis from Monday, 20 July 2015. Dealings in the Rights Shares in the nil-paid form will take place from Friday, 31 July 2015 to Friday, 7 August 2015 (both dates inclusive). If the conditions of the Rights Issue are not fulfilled or the Underwriting Agreement is terminated, the Rights Issue will not proceed. Any Shareholders or other persons contemplating selling or purchasing Shares and/or Rights Shares in their nil-paid form who are in any doubt about their position are recommended to consult their professional advisers. Any Shareholders or other persons dealing in Shares up to the date on which all the conditions to which the Rights Issue is subject are fulfilled (and the date on which the Underwriter's right of termination of the Underwriting Agreement ceases) and any persons dealing in the nil-paid Rights Shares during the period from Friday, 31 July 2015 to Friday, 7 August 2015 (both dates inclusive) will accordingly bear the risk that the Rights Issue may not become unconditional and may not proceed.

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

Hong Kong, 28 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.