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## **ETERNITY INVESTMENT LIMITED**

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 764)**

### **VOLUNTARY ANNOUNCEMENT**

This is a voluntary announcement made by Eternity Investment Limited (the “**Company**”).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that on 27 September 2017, 北京北湖九號商務酒店有限公司 (Beijing Bayhood No. 9 Business Hotel Company Limited\*) (“**Beijing Bayhood No. 9**”), a wholly-owned subsidiary of the Company, entered into a series of agreements, including a memorandum, two framework co-operation agreements, a joint venture agreement and a supplemental agreement (collectively, the “**Agreements**”) with a national non-governmental organization (the “**NGO**”) established in the People’s Republic of China (the “**PRC**”), being a third party independent of the Company and its connected persons (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”). Pursuant to the Agreements,

- (1) Beijing Bayhood No. 9 agrees to provide certain buildings to be erected on a piece of 580 Chinese acre land adjacent to Beijing Bayhood No. 9 Club (the “**Subject Land**”), which shall remain as the property of Beijing Bayhood No. 9, as the permanent site for certain cultural forum and related cultural activities (the “**Cultural Site**”), and
- (2) Beijing Bayhood No. 9 and the NGO agree to establish a joint venture company (the “**JV Company**”) in the PRC with a registered capital of RMB10.00 million, which is to be owned as to 70% by Beijing Bayhood No. 9 and as to 30% by the NGO, to invite businesses for, manage and operate cultural forum and related cultural activities to be carried out on the Cultural Site.

The Subject Land is currently under development into a high-end hotel villa and apartment complex. The Directors consider and believe that (a) the Agreements were entered into on normal commercial terms which are fair and reasonable; and (b) the entering into of the Agreements and the proposed cooperation and formation of the JV Company contemplated thereunder will have a positive impact on the occupancy rate of the high-end hotel villa and apartment complex upon completion of the development. As such, the Directors are of the view that the entering into of the Agreements and the proposed cooperation and formation of the JV Company are in the interests of the Company and its shareholders as a whole.

\* For identification purposes only

As all the relevant applicable percentage ratios calculated in accordance with Rule 14.07 of the Listing Rules in respect of the proposed formation of the JV Company are less than 5%, the proposed formation of the JV Company does not constitute a notifiable transaction under Chapter 14 of the Listing Rules.

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

Hong Kong, 28 September 2017

*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.*