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COL Capital Limited

(Incorporated in Bermuda with limited liability)

(Stock Code: 383)

DISCLOSEABLE TRANSACTION RELATING TO THE PROVISION OF LOAN

The Board announces that on 4 August 2011, the Lender, an indirect wholly-owned subsidiary of the Company, entered into the Loan Agreement with the Borrower, pursuant to which the Lender has agreed to grant to the Borrower a short term loan in the principal amount of HK\$53,000,000.00. The Loan is for a term of one year and is to be repaid on 3 August 2012 subject to the overriding right of the Lender to demand repayment at any time before expiry of the term.

As the relevant Percentage Ratio in respect of the making of the Loan is more than 5% but below 25%, the entering into of the Loan Agreement constitutes a discloseable transaction for the Company under Chapter 14 of the Listing Rules.

THE LOAN AGREEMENT

- Date:** 4 August 2011
- Lender:** Join Capital Limited, a company incorporated in Hong Kong and an indirect wholly-owned subsidiary of the Company
- Borrower:** To the best knowledge, information and belief of the Directors having made all reasonable enquiry and as confirmed by the Borrower, the Borrower is an Independent Third Party not connected with the Company and connected persons of the Company. Save as disclosed herein, there is no prior relationship or business transaction between the Borrower and the Company
- Principal Amount:** Hong Kong dollars Fifty-three million (HK\$53,000,000.00)
- Term:** up to 3 August 2012

- Purpose:** The Loan shall be applied and used by the Borrower for his personal use but shall not be used for acquisition or refinance of any acquisition of listed shares or securities
- Interest:** 12% per annum
- Others:** The Borrower has undertaken with the Lender that he shall enter into and shall procure the entering into of such mortgage, charge, pledge, corporate or personal guarantee or any other securities as a continuing security as required or demanded by the Lender in its absolute and sole discretion from time to time.

The terms of the Loan Agreement were arrived at after arm's length negotiations between the Lender and the Borrower. The Lender is a licensed money lender and its principal activity is the provision of financial services. The provision of the Loan is a transaction carried out as part of the ordinary and usual course of business activities of the Lender.

The terms of the Loan Agreement including the interest rate were determined with reference to the commercial practice and the terms of doing business of those companies engaging in money lending business in Hong Kong. The Loan was funded by borrowing of the Group.

The Directors consider that the transaction contemplated by the Loan Agreement is on normal commercial terms and the terms of the Loan Agreement are fair and reasonable and are in the interests of the Company and its shareholders as a whole having considered the current market norm in relation to similar transactions and having taken into account the costs of borrowing in providing the Loan to the Borrower.

Information on the Group

The principal business of the Company is investment holding and through its subsidiaries engaged in securities trading and investments, provision of financial services, property investment and strategic investment.

Information on the Borrower

The Borrower is a shareholder of approximately 17.66% of the issued share capital of Media China and is the Chairman thereof. Media China and its subsidiaries are principally engaged in the advertising business, content production business and properties investment through a jointly controlled entity.

Reasons for provision of the Loan

The Lender is a licensed money lender and its principal activity is provision of financial services. The provision of the Loan is a transaction carried out as part of the ordinary and usual course of business activities of the Lender and will provide interest income to the Lender.

The Loan will be recorded as loan receivable under current asset of the Group.

IMPLICATIONS UNDER THE LISTING RULES

As the relevant Percentage Ratio in respect of the making of the Loan is more than 5% but below 25%, the entering into of the Loan Agreement constitutes a discloseable transaction for the Company under Chapter 14 of the Listing Rules.

DEFINITIONS

In this announcement, unless the context otherwise requires, the following expressions shall have the following meaning:

“Board”	the board of Directors
“Borrower”	Mr. YUEN Hoi Po
“Company”	COL Capital Limited, a company incorporated in Bermuda with limited liability, the shares of which are listed on the Main Board of The Stock Exchange of Hong Kong Limited
“connected person(s)”	has the meaning ascribed to it under the Listing Rules
“Directors”	the directors of the Company
“Group”	the Company and its subsidiaries
“HK\$”	Hong Kong dollars, the lawful currency of Hong Kong
“Hong Kong”	Hong Kong Special Administrative Region of the People’s Republic of China
“Independent Third Party(ies)”	party(ies) who, together with his/her ultimate beneficial owner(s) is/are persons independent of the Company and its connected persons

“Lender”	Join Capital Limited, a company incorporated in Hong Kong with limited liability and an indirect wholly-owned subsidiary of the Company
“Listing Rules”	the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited
“Loan”	a short term loan of HK\$53,000,000.00 granted by the Lender to the Borrower pursuant to the Loan Agreement
“Loan Agreement”	the loan agreement dated 4 August 2011 entered into between the Lender and the Borrower relating to the granting of the Loan
“Media China”	Media China Corporation Limited, a company incorporated in Cayman Islands with limited liability, the shares of which are listed on the Main Board of the Stock Exchange under stock code no.419
“Percentage Ratio(s)”	percentage ratio(s) as set out in Rule 14.07 of the Listing Rules to be applied for determining the classification of a transaction
“%”	per cent

On behalf of the Board
COL Capital Limited
Chong Sok Un
Chairman

Hong Kong, 4 August 2011

As at the date of this announcement, the Board comprises Ms. Chong Sok Un (Chairman), Dato’ Wong Peng Chong and Mr. Kong Muk Yin as Executive Directors; and Mr. Lau Siu Ki, Mr. Ma Wah Yan and Mr. Zhang Jian as Independent Non-Executive Directors.