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偉祿集團控股有限公司
REALORD GROUP HOLDINGS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock code: 1196)

INSIDE INFORMATION — COMMENCEMENT OF A NEW BUSINESS

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance, Chapter 571 of the Laws of Hong Kong.

The Board would like to inform the shareholders of the Company and potential investors that the Group intends to commence e-commerce business for motor vehicle parts, electronic products and computer components, with a view to broadening the Group's business portfolio as well as its income stream.

This announcement is made by Realord Group Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities (the “**Listing Rules**”) on the Stock Exchange of Hong Kong Limited and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance, Chapter 571 of the Laws of Hong Kong.

The board (“**Board**”) of directors (“**Directors**”) of the Company would like to inform the shareholders of the Company and potential investors that the Group intends to commence e-commerce business (the “**New Business**”) for motor vehicle parts, electronic products and computer components, with a view to broadening the Group's business portfolio as well as its income stream.

The Group is principally engaged in (i) commercial printing; (ii) manufacture and sale of hangtags, labels, shirt paper boards and plastic bags; and (iii) sale and distribution of motor vehicle parts. The Group has recently set up a business-to-business (B2B) e-commerce platform for online purchase of motor vehicle parts – www.1196.com, which will be officially launched to existing customers of the Group on Monday, 20 April 2015.

The Company is also in discussions with a few electronic products suppliers for obtaining the dealership and/or the distribution right of the electronic products and the computer components in Southern China. The discussions are now in an advanced stage and it is expected that the negotiations would be concluded shortly. In the event that the Company obtains such dealership and/or distribution right, the products of the New Business would include motor vehicle parts, electronic products and computer components, which are the main focus of the New Business at the early stage. The Company intends to develop the New Business from a sole B2B operation to a full-fledged B2B/business-to-customer (B2C) operation. As such, the Company will explore the development of a B2C e-commerce platform and continue to explore suitable suppliers to increase the variety of products.

The discussions with the electronic products suppliers may or may not lead to obtaining of the dealership and/or the distribution right. Further announcement(s) will be made by the Company as and when appropriate. Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Realord Group Holdings Limited
Tsang Chin Pang
Company Secretary

Hong Kong, 18 April 2015

As at the date of this announcement, the executive Directors are Mr. Lin Xiaohui, Madam Su Jiaohua and Mr. Lin Xiaodong and the independent non-executive Directors are Mr. Yu Leung Fai, Mr. Fang Jixin and Dr. Li Jue.