

To: Finance Editor  
 【For Immediate Release】



E Lighting Group

壹照明集團控股有限公司

## E Lighting Group Holdings Limited

### E Lighting Acquires Tableware and Giftware Operator Trendmall Tableware

[14 May 2015, Hong Kong] **E Lighting Group Holdings Limited** (“E Lighting” or the “Company” and together with its subsidiaries, the “Group”; stock code: 8222), the most well-established retail chain group of lighting products in Hong Kong is pleased to announce that the company has entered into an agreement with independent third party to acquire Trendmall Tableware with the total consideration of HK\$35,725,000, which will be satisfied by the issue of the Convertible Bonds and subject to the adjustments based on actual profit of Trendmall Tableware and its subsidiaries (“Trendmall Group”).

Trendmall Group is a principally engaged in tableware and giftware business, mainly acts as a brand developer for its customers in United States and overseas markets and provides value-added services and sourcing process of tableware and giftware for its customers, and also operates retail business under the trade name of “Trendmall Gallery 山貓生活館” in Hong Kong. Trendmall Gallery offers a full range of quality tableware and giftware products, such as plates, cups, flatware and other utensils, condiment containers, etc. Trendmall Gallery is featured with its customized and personalized services to its customers. The acquisition will allow the Group to broaden its business horizon to add greater value to clients by providing them with diverse solution to better meet customers’ demand for household products and services in consumers’ pursuit of stylish and modern home lifestyle. Thus, the acquisition will help enhance competitiveness of the Group within the market of household products.

After the acquisition, Trendmall Group will be wholly owned by E Lighting Group. According to the profit guarantee, the total audited consolidated net profit after tax of Trendmall Group for the two years ending 31 December 2016 shall not be less than HK\$3,200,000.

The Conversion Price of HK\$ 0.7 per share is a discount of approximately 5.4% over the average closing price of HK\$ 0.74 per Share as quoted on the Stock Exchange of the last five consecutive trading days. The Convertible Bonds are exercised in full at the, representing approximately 12.8% of the entire issued share capital of the Company as at the date of this announcement and approximately 11.3% of the entire issued share capital of the Company as enlarged by the issue of the Conversion Shares.



### **About E Lighting Group Holdings Limited**

Founded in 2003, E Lighting Group Holdings Limited is principally engaged in the sale of quality lighting and designer label furniture products from all over the world. Currently, e Lighting operates a total of 19 retail outlets, and has become the most well-established retail chain of lighting products in Hong Kong. The Group is currently the designated or authorised distributor in Hong Kong of lighting and furniture products from over 30 international brands and designer labels.



It maintains a good business relationship with various well-known European brands such as ARTEMIDE, TOM DIXON and KARTELL. The Group is providing lighting appliance products, luminaries, designer label furniture and accessories. For more information, please visit [www.elighting.asia](http://www.elighting.asia).

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Issued by Trinity Communications Group Limited for and on behalf of **E Lighting Group Holdings Limited.**

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