



6 January 2011

**High Concentration of Shareholding
in
New Island Printing Holdings Limited (Stock Code: 377)**

This announcement is made by the Securities and Futures Commission (“SFC”) in respect of the concentration of the shareholding of New Island Printing Holdings Limited (“the Company”) in the hands of a limited number of shareholders as at 15 December 2010.

In view of the high concentration of shareholding in a small number of shareholders, shareholders and prospective investors should be aware that the price of the shares of the Company (“Shares”) could fluctuate substantially even with a small number of shares traded, and should exercise extreme caution when dealing in the Shares.

The SFC has recently completed an enquiry into the shareholding of the Company. Our findings suggested that, as at 15 December 2010, 16 shareholders held an aggregate of 83,780,000 Shares, representing 31.43% of the issued Shares. Such shareholding, together with 166,896,700 Shares (representing 62.62% of the issued Shares) held by the substantial shareholder, namely Plus Wealthy Limited, represented 94.05% of the issued Shares as at 15 December 2010. Thus, only 5.95% of the issued Shares were held by other investors.

As at 15 December 2010, the shareholding structure of the Company is as follows:

	Number of Shares held (Note 1) (Shares)	% of total number of issued Shares (%)
Plus Wealthy Limited (Note 2)	166,896,700	62.62
A group of 16 shareholders	83,780,000	31.43
Other shareholders	15,852,300	5.95
Total	266,529,000	100.00

Note 1: The number of Shares held is before the subdivision of Shares in the ratio of 1 Share splitted into 10 Shares which became effective on 21 December 2010. The subdivision of Shares has no effect on shareholding as a % of total number of issued Shares.

Note 2: Plus Wealthy Limited is wholly-owned by Bingo Wealth Holdings Limited (“Bingo Wealth”). Bingo Wealth is wholly and beneficially owned by Mr. Suen Cho Hung Paul.



It was noted that the closing price of the Shares surged 209.8% from \$2.84 on 15 November 2010 to \$8.80 on 15 December 2010. During the period, the Company has published the following announcements:

- 1) After market close on 17 November 2010, the Company made an announcement about its unusual price and trading volume movements and stated that they were not aware of any reasons for such increase.
- 2) After market close on 18 November 2010, the Company announced the completion of a placement of 44,000,000 new shares at \$2.30, and a proposed capital reorganisation of the Company involving, amongst other things, a subdivision of Shares in the ratio of 1 Share to be splitted into 10 subdivided Shares which became effective on 21 December 2010.
- 3) After market close on 26 November 2010, the Company announced its interim results for the six months ended 30 September 2010. The unaudited and consolidated profit for the period was \$14.17 million, representing an increase of 7.27% over the same period last year.

Subsequently, the closing price of the Shares surged another 20.4% from \$0.88 (adjusted for the subdivision of Shares) on 15 December 2010 to \$1.06 on 5 January 2011. During the period, the Company announced a discloseable transaction after market close on 22 December 2010 in relation to a disposal of property at \$108 million.

In view of the high concentration of shareholding in a small number of shareholders, shareholders and prospective investors should be aware that the price of the Shares could fluctuate substantially even with a small number of shares traded, and should exercise extreme caution when dealing in the Shares.

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