

*Unless otherwise defined herein, capitalised terms in this announcement shall have the same meanings as those defined in the prospectus dated Wednesday, 7 December 2016 (the “**Prospectus**”) issued by Da Sen Holdings Group Limited (the “**Company**”).*

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This announcement is for information purposes only and does not constitute an offer or an invitation to induce an offer by any person to acquire, purchase or subscribe for securities of the Company. Potential investors should read the Prospectus for detailed information about the Company, the Hong Kong Public Offering and the International Offering described below before deciding whether or not to invest in the Shares.

*This announcement is not for release, publication, distribution, directly or indirectly, in or into the United States (including its territories and possessions, any state of the United States and the District of Columbia). This announcement does not constitute or form a part of any offer or solicitation to purchase or subscribe for securities in the United States. The Shares have not been, and will not be, registered under the United States Securities Act of 1933, as amended from time to time (the “**U.S. Securities Act**”). The Shares may not be offered or sold in the United States except pursuant to registration or an exemption from the registration requirements of the U.S. Securities Act. There will be no public offer of Shares in the United States. The Offer Shares are being offered and sold outside the United States as offshore transactions in accordance with Regulation S under the U.S. Securities Act.*

*In connection with the Global Offering, China Industrial Securities International Capital Limited, as stabilising manager (the “**Stabilising Manager**”), its affiliates or any person acting for it, on behalf of the Underwriters, may, to the extent permitted by applicable laws of Hong Kong or elsewhere, over-allocate or effect transactions with a view of stabilising or maintaining the market price of the Shares at a level higher than that which might otherwise prevail in the open market for a limited period beginning on the Listing Date. However, there is no obligation on the Stabilising Manager, its affiliates or any person acting for it to conduct such stabilising action, which, if commenced, will be conducted at the sole and absolute discretion of the Stabilising Manager, its affiliates or any person acting for it and may be discontinued at any time. Any such stabilising activity is required to be brought to an end on the 30th day after the last day for lodging applications under the Hong Kong Public Offering. Such stabilisation action, if commenced may be effected in all jurisdictions where it is permissible to do so, in each case in compliance with all applicable laws and regulatory requirements, including the Securities and Futures (Price Stabilizing) Rules (Chapter 571W of the Laws of Hong Kong), as amended, made under the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).*

No such stabilising action can be taken to support the price of the Shares for longer than the stabilisation period which begins on the Listing Date and is expected to expire on the 30th day after the last day for lodging applications under the Hong Kong Public Offering. After this date, no further stabilising action may be taken, and demand for the Shares, and therefore the trading price of the Shares, could fall.

Da Sen Holdings Group Limited

大森控股集團有限公司

(incorporated in the Cayman Islands with limited liability)

GLOBAL OFFERING

Number of Shares offered under the Global Offering	:	180,000,000 Shares (subject to the Over-allotment Option)
Number of Hong Kong Offer Shares	:	18,000,000 Shares (subject to reallocation)
Number of International Offer Shares	:	162,000,000 Shares (subject to reallocation and the Over-allotment Option)
Maximum Offer Price	:	HK\$0.90 per Offer Shares plus brokerage of 1.0%, SFC transaction levy of 0.0027% and a Stock Exchange trading fee of 0.005% (payable in full on application in Hong Kong dollars and subject to refund)
Nominal Value	:	HK\$0.01 per Share
Stock Code	:	1580

Sole Sponsor



Sole Global Coordinator



Joint Bookrunners



Application has been made by the Company to the Listing Committee of the Stock Exchange for the listing of, and permission to deal in, the Shares in issue and to be issued as described in the Prospectus, including the Shares to be issued pursuant to: (i) the Capitalisation Issue; (ii) the Global Offering (including any Shares which may be issued pursuant to the exercise of the Over-allotment Option); and (iii) any exercise of the share options that may be granted under the Share Option Scheme. Dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Monday, 19 December 2016. In the event the Over-allotment Option is exercised, an announcement will be made by the Company on the Company's website (www.msdsen.com) and the Stock Exchange's website (www.hkexnews.hk).

The Global Offering comprises the: (1) Hong Kong Public Offering of 18,000,000 Shares (subject to reallocation), representing 10% of the Offer Shares initially available under the Global Offering; and (2) International Offering of initially 162,000,000 Shares (subject to reallocation and the Over-allotment Option), representing 90% of the Offer Shares initially available under the Global Offering. The allocation of the Offer Shares between the Hong Kong Public Offering and the International Offering will be subject to adjustment as described in the section headed “Structure of the Global Offering” in the Prospectus.

In connection with the Global Offering and pursuant to the International Underwriting Agreement, the Company is expected to grant an Over-allotment Option to the International Underwriters, exercisable by the Sole Global Coordinator (for itself and on behalf of the Underwriters), pursuant to which the Company will be required to allot and issue up to 27,000,000 additional Shares, representing 15% of the number of the Offer Shares initially available under the Global Offering, at the Offer Price to cover, among other things, over-allocations in the International Offering, if any.

Subject to the granting of the approval for listing of, and permission to deal in, the Shares on the Main Board of the Stock Exchange and compliance with the stock admission requirements of HKSCC, the Shares will be accepted as eligible securities by HKSCC for deposit, clearance and settlement in CCASS with effect from the Listing Date or such other date as determined by HKSCC. Settlement of transactions between participants of the Stock Exchange is required to take place in CCASS on the second business day after any trading day. All activities under CCASS are subject to the General Rules of CCASS and CCASS Operational Procedures in effect from time to time. All necessary arrangements have been made to enable the Shares to be admitted into CCASS.

The Offer Price will not be more than HK\$0.90 per Offer Share and is currently expected to be not less than HK\$0.60 per Offer Share, unless otherwise announced. Applicants for the Hong Kong Offer Shares are required to pay, on application, the maximum Offer Price of HK\$0.90 per Offer Share together with brokerage of 1.0%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005%, subject to refund if the Offer Price as finally determined is less than HK\$0.90 per Offer Share.

Applications for the Hong Kong Offer Shares will only be considered on the basis of the terms and conditions set out in the Prospectus and the Application Forms and the designated website (www.eipo.com.hk) for the White Form eIPO. Applicants who would like to have the allotted Hong Kong Offer Shares registered in their own names should either (i) complete and sign the **WHITE** Application

Forms, or (ii) submit applications online through the designated website of the **White Form eIPO** Service Provider at www.eipo.com.hk under the **White Form eIPO** service. Applicants who would like to have the allotted Hong Kong Offer Shares registered in the name of HKSCC Nominees and deposited directly into CCASS for credit to their CCASS Investor Participant stock accounts or the stock accounts of their designated CCASS Participants maintained in CCASS should either (i) complete and sign the **YELLOW** Application Forms, or (ii) give **electronic application instructions** to HKSCC via CCASS.

Copies of the Prospectus, together with the **WHITE** Application Forms, may be obtained during normal business hours from 9:00 a.m. on Wednesday, 7 December 2016, until 12:00 noon on Monday, 12 December 2016 from:

- any of the following offices of the **Sole Global Coordinator**:

China Industrial Securities International Capital Limited	30/F, AIA Central
	1 Connaught Road Central Hong Kong
	32/F, Infinitus Plaza
	199 Des Voeux Road Central Sheung Wan

- any of the following branches of **Bank of China (Hong Kong) Limited**:

	Branch name	Address
Hong Kong Island	Bank of China Tower Branch	3/F, 1 Garden Road
	Gilman Street Branch	136 Des Voeux Road Central
	Wan Chai (Wu Chung House) Branch	213 Queen's Road East, Wan Chai
Kowloon	Prince Edward Road West (Mong Kok) Branch	116-118 Prince Edward Road West, Mong Kok, Kowloon
	Kwun Tong Plaza Branch	G1 Kwun Tong Plaza, 68 Hoi Yuen Road, Kwun Tong

	Branch name	Address
	Metro City Branch	Shop 209, Level 2, Metro City Phase 1, Tseung Kwan O
New Territories	Kwai Chung Plaza Branch	A18-20, G/F Kwai Chung Plaza, 7-11 Kwai Foo Road, Kwai Chung
	Ma On Shan Plaza Branch	Shop 2103, Level 2, Ma On Shan Plaza, Sai Sha Road, Ma On Shan

Copies of the Prospectus, together with the **YELLOW** Application Forms, may be obtained during normal business hours from 9:00 a.m. on Wednesday, 7 December 2016 until 12:00 noon on Monday, 12 December 2016 from the Depository Counter of HKSCC at 1/F, One & Two Exchange Square, 8 Connaught Place, Central, Hong Kong or your stockbroker, who may have such Application Forms and the Prospectus available.

The **WHITE** or **YELLOW** Application Form completed in all respects in accordance with the instructions printed thereon, together with a cheque or banker's cashier order attached and marked payable to "**BANK OF CHINA (HONG KONG) NOMINEES LIMITED — DA SEN HOLDINGS PUBLIC OFFER**" for the payment, should be securely stapled and deposited in the special collection boxes provided at any of the branches of the receiving bank listed above on such dates and during such time as specified on the Application Forms as follows:

Wednesday, 7 December 2016 : 9:00 a.m. to 5:00 p.m.
Thursday, 8 December 2016 : 9:00 a.m. to 5:00 p.m.
Friday, 9 December 2016 : 9:00 a.m. to 5:00 p.m.
Saturday, 10 December 2016 : 9:00 a.m. to 1:00 p.m.
Monday, 12 December 2016 : 9:00 a.m. to 12:00 noon

Applicants applying by **White Form eIPO** may submit applications through the **White Form eIPO** Service at (www.eipo.com.hk) (24 hours daily, except on the last application day) from 9:00 a.m. on Wednesday, 7 December 2016 until 11:30 a.m. on Monday, 12 December 2016 or such later time as described in the section "How to Apply for the Hong Kong Offer Shares — 10. Effect of Bad Weather on the Opening of the Application Lists" in the Prospectus.

CCASS Participants can input **electronic application instructions** from 9:00 a.m. on Wednesday, 7 December 2016 until 12:00 noon Monday, 12 December 2016 or such later time as described in the section “How to Apply for the Hong Kong Offer Shares — 10. Effect of Bad Weather on the Opening of the Application Lists” in the Prospectus.

Please refer to the sections headed “Structure of the Global Offering” and “How to Apply for the Hong Kong Offer Shares” in the Prospectus for details of the conditions and procedures of the Hong Kong Public Offering.

The Company expects to publish the announcement on the final Offer Price, the level of indications of interest in the International Offering, the level of applications under the Hong Kong Public Offering and the basis of allocation of the Hong Kong Offer Shares on Friday, 16 December 2016 (i) in The Standard (in English); (ii) in the Hong Kong Economic Journal (in Chinese); (iii) on the Stock Exchange’s website (www.hkexnews.hk) and (iv) on the Company’s website (www.msdsen.com). The results of allocations and the Hong Kong identity card/ passport/ Hong Kong business registration numbers of successful applicants (where appropriate) under the Hong Kong Public Offering will be available through a variety of channels from Friday, 16 December 2016 as described in the section “How to Apply for the Hong Kong Offer Shares — 11. Publication of Results” in the Prospectus.

The Company will not issue temporary documents of title in respect of the Shares. Share certificates will only become valid at 8:00 a.m. on Monday, 19 December 2016 provided that the Global Offering has become unconditional and the right of termination described in the section “Underwriting” in the Prospectus has not been exercised. No receipt will be issued for sums paid on application. Dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Monday, 19 December 2016. The Shares will be traded in board lots of 5,000 Shares each. The stock code of the Company is 1580.

On behalf of the Board of Directors
Da Sen Holdings Group Limited
Ke Mingcai
Chairman

Hong Kong, 7 December 2016

As at the date of this announcement, the Board comprises Mr. Ke Mingcai, Mr. Wang Songmao, Mr. Zhang Ayang and Mr. Wu Shican as the executive Directors; Mr. Shao Wanlei, Mr. Lin Triomphe Zheng and Mr. Wang Yuzhao as the independent non-executive Directors.

Please also refer to the published version of this announcement in The Standard (in English) and the Hong Kong Economic Journal (in Chinese).