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FOR REFERENCE ONLY

Subject : Display of Adjusted Previous Closing Price of Unlimited Creativity Holdings Limited (stock code 8079) on AMS/3 for its 4-for-1 Open Offer on Ex-All Date, 15 January 2014

Enquiry Tel : Mr. Eric Lam (Tel: 2840 3087) or Ms. Cynthia Chiu (Tel: 2840 3076)

Pursuant to the open offer timetable issued by Unlimited Creativity Holdings Limited (“Unlimited Creativity”), Unlimited Creativity’s shares (stock code: 8079) will be marked “ex-open offer” on 15 January 2014, the Ex-All Date.

Amongst other terms and conditions, Unlimited Creativity’s open offer is subject to the passing of relevant resolution(s) to approve the open offer (the “Resolution(s)”) at its Special General Meeting to be held on 13 January 2014 (the “SGM”). Unlimited Creativity will make a further announcement containing the results of the Resolution(s) following the SGM. Shareholders, investors and market participants should read the Unlimited Creativity’s announcements, circulars and prospectus documents in full including the terms and conditions of the open offer of Unlimited Creativity in dealing with Unlimited Creativity’s shares. If they are in doubt, they should consult their professional adviser(s).

Further, as an AMS/3 standard practice for ex-open offer (“Ex-All”) and for reference only, an Adjusted Previous Closing Price will be displayed in the “PRV CLOSE” field of Unlimited Creativity’s AMS/3 stock page on 15 January 2014, the Ex-All Date. The unadjusted previous closing price will instead be displayed in the free text field. Calculation of the Adjusted Previous Closing Price will be based on Unlimited Creativity’s closing price on 14 January 2014 (i.e. last cum-all trading day) and by using the following standard adjustment formula for open offer generally.

Adjustment Formula:

Adjusted Previous Closing Price
= [(Closing Price on the last cum-all trading day x Y) + (S x X)] ÷ (X + Y)

where:

S = Subscription price per offer share, i.e. HK\$0.10

X = Number of offer shares a shareholder is entitled to subscribe when he/she holds Y existing shares on the record date, i.e. 4 offer shares

Y = Number of existing shares a shareholder has to hold on the record date for entitling him/herself to subscribe for X offer shares, i.e. 1 share

Note: Price adjustment for open offer will not be made and the previous closing price will remain unchanged on ex-all date when the subscription price is higher than the closing price of the shares on the last cum-all trading day.

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For illustration purpose, depending on Unlimited Creativity's closing price on 14 January 2014, the Exchange shall base on the above standard formula for open offer generally to calculate and display the Adjusted Previous Closing Price on Unlimited Creativity's AMS/3 stock page on 15 January 2014 as follows:-

<u>CUM-ALL</u>	<u>EX-ALL</u>
<u>Unadjusted Closing Price</u>	<u>Adjusted</u>
<u>on 14 January 2014</u>	<u>Previous Closing Price</u>
<u>(HK\$)</u>	<u>on 15 January 2014</u>
0.210	0.122
0.215	0.123
0.220	0.124
0.225	0.125
0.230	0.126
0.235	0.127
0.240	0.128
0.245	0.129
0.250	0.130
0.255	0.131
0.260	0.132
0.265	0.133
0.270	0.134
0.275	0.135
0.280	0.136
0.285	0.137
0.290	0.138
0.295	0.139
0.300	0.140
0.305	0.141
0.310	0.142
0.315	0.143
0.320	0.144
0.325	0.145
0.330	0.146
0.335	0.147
0.340	0.148
0.345	0.149
0.350	0.150
0.355	0.151

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