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FOR REFERENCE ONLY

Subject : Display of Adjusted Previous Closing Price of South East Group Limited (stock code 726) on AMS/3 for its 8-for-1 Rights Issue on Ex-Rights Date, 26 September 2014

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Pursuant to the rights issue timetable issued by South East Group Limited (“South East Group”), South East Group’s shares (stock code: 726) will be marked “ex-rights” on 26 September 2014, the Ex-Rights Date.

Amongst other terms and conditions, South East Group’s rights issue is subject to the passing of relevant resolution(s) to approve the rights issue (the “Resolution(s)”) at its Special General Meeting to be held on 24 September 2014 (the “SGM”). South East Group will make a further announcement containing the results of the Resolution(s) following the SGM. Shareholders, investors and market participants should read the South East Group’s announcements, circulars and prospectus documents in full including the terms and conditions of the rights issue of South East Group in dealing with South East Group’s shares. If they are in doubt, they should consult their professional adviser(s).

Further, as an AMS/3 standard practice for ex-rights issue and for reference only, an Adjusted Previous Closing Price will be displayed in the “PRV CLOSE” field of South East Group’s AMS/3 stock page on 26 September 2014, the Ex-Rights 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 South East Group’s closing price on 25 September 2014 (i.e. last cum-rights trading day) and by using the following standard adjustment formula for rights issue generally.

Adjustment Formula:

Adjusted Previous Closing Price

$$= [(Closing Price on the last cum-rights trading day \times Y) + (S \times X)] \div (X + Y)$$

where:

S = Subscription price per rights share, i.e. HK\$0.1

X = Number of rights shares a shareholder is entitled to subscribe when he/she holds Y existing shares on the record date, i.e. 8 rights shares

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

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

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For illustration purpose, depending on South East Group's closing price on 25 September 2014, the Exchange shall base on the above standard formula for rights issue generally to calculate and display the Adjusted Previous Closing Price on South East Group's AMS/3 stock page on 26 September 2014 as follows:-

<u>CUM-RIGHTS</u>	<u>EX-RIGHTS</u>
<u>Unadjusted Closing Price</u> <u>on 25 September 2014</u>	<u>Adjusted</u> <u>Previous Closing Price</u> <u>on 26 September 2014</u>
(HK\$)	(HK\$)
0.199	0.111
0.208	0.112
0.217	0.113
0.226	0.114
0.235	0.115
0.244	0.116
0.253	0.117
0.262	0.118
0.271	0.119
0.280	0.120
0.289	0.121
0.298	0.122
0.307	0.123
0.316	0.124
0.325	0.125
0.334	0.126
0.343	0.127
0.352	0.128
0.361	0.129
0.370	0.130
0.379	0.131
0.388	0.132
0.397	0.133
0.406	0.134
0.415	0.135
0.424	0.136
0.433	0.137
0.442	0.138
0.451	0.139
0.460	0.140

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