

ASIA FASHION HOLDINGS LIMITED
(Company Registration No. 41195)
(Incorporated in Bermuda)

UPDATES ON FFG X AEG E-1 K.O. World Championship

Capitalised terms not otherwise defined herein shall have the meanings respectively ascribed to them in the Announcement (as defined hereinafter).

The Board of the Company, together with the Group, refers to its announcement dated 24 October 2016 (the “**Announcement**”) in relation to the agreement between Asia Entertainment and Fight Factory Gym Limited (“**FFG**”) to jointly invest into, organize and promote a boxing championship - the FFG X AEG E-1 K.O. World Championship (the “**Boxing Championship**”).

Further to the Announcement, the Company is pleased to announce that the Boxing Championship was successfully held in Hong Kong on 17 January 2017. The Boxing Championship has generated much publicity, with coverage in various Hong Kong media outlets. A match of the Boxing Championship was broadcast live by Hong Kong television station Television Broadcasts Limited (“**TVB**”) and such match will also be edited into a television programme to be broadcast on TVB’s Pearl Channel on 5 February 2017.

Save for their respective interests in the share capital of the Company, none of the Directors or substantial shareholders of the Company has any interest, direct or indirect, in the transactions contemplated above.

By Order of the Board

Chong Tin Yam, Alex
Executive Director and Chief Executive Officer
19 January 2017