LONGCHEER HOLDINGS LIMITED

Incorporated in Bermuda

Company Registration No. 35673

POSSIBLE INVESTMENT OPPORTUNITY

The board of directors (the "**Board**") of Longcheer Holdings Limited (the "**Company**", together with its subsidiaries, the "**Group**") wishes to announce that it has entered into a Confidentiality Agreement with a third party on 19 May 2015 pursuant to an information proposal in connection with a potential investment opportunity (the "**Potential Investment Opportunity**") received by the Board.

The Board is reviewing the said information proposal and will consider the Company's options with regard to the Potential Investment Opportunity. Discussions are on-going with the third party. Further announcements will be made in due course to provide shareholders with an update on the Potential Investment Opportunity as and when appropriate.

The Company wishes to advise the shareholders of the Company to take note of the above and refrain from taking any action in respect of their shares in the Company which may be prejudicial to their interests.

BY ORDER OF THE BOARD
LONGCHEER HOLDINGS LIMITED

Dr Du Junhong
Executive Chairman
19 May 2015