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NOBLE CENTURY INVESTMENT HOLDINGS LIMITED

仁瑞投資控股有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 2322)

UNUSUAL PRICE MOVEMENTS

This announcement is made at the request of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

The board of directors (the “**Board**”) of Noble Century Investment Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) has noted the increase in the price of the shares of the Company in the morning session of 23 January 2015. Having made such enquiry with respect to the Company as is reasonable in the circumstances, the Board confirms that it is not aware of any reason for the price movement or of any information which must be announced to avoid a false market in the Company’s securities or of any inside information that needs to be disclosed under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (“**SFO**”), save that the Group is in negotiation with third parties in relation to a finance lease arrangement which, if materialized, would constitute a notifiable transaction (the “**Possible Transaction**”). Further announcement in respect of the Possible Transaction will be made by the Company as and when appropriate in accordance with the Rules Governing the Listing of Securities on the Stock Exchange and the SFO.

Shareholders and potential investors of the Company should note that the Possible Transaction may or may not proceed. Shareholders and potential investors of the Company should exercise caution when dealing in the shares of the Company.

This announcement is made by the order of the Company. The Board collectively and individually accepts responsibility for the accuracy of this announcement.

By order of the Board
Noble Century Investment Holdings Limited
Ms. Zheng Juhua
Chairman

Hong Kong, 23 January 2015

As at the date of this announcement, the executive Directors are Ms. Zheng Juhua and Mr. Chan Chi Yuen; the independent non-executive Directors are Mr. Man Kwok Leung, Mr. Yu Pak Yan, Peter and Mr. Chi Chi Hung, Kenneth.