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HOP HING GROUP HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 47)

UNAUDITED OPERATIONAL UPDATE FOR THE THIRD QUARTER ENDED 30 SEPTEMBER 2013

The Board announces the unaudited operational update of the Group's QSR Business for the third quarter ended 30 September 2013.

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of Hop Hing Group Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) announces the following operating information of the Group's quick service restaurant business (the “**QSR Business**”) for the three months ended 30 September 2013. This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The operating information of the QSR Business of the Group for the three months ended 30 September 2013 is as follows:

For the three months ended 30 September 2013

Sales growth rate (Y-o-Y % change)	8.6%
Same store sales growth rate (Y-o-Y % change)	(7.0%)
Net addition of stores	2

As at 30 September 2013

Number of stores	444
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In the third quarter, the sluggish Chinese economy continued to affect customers' desire to go out to shop and dine and the ongoing adverse weather conditions in Northern China also resulted in postponement of the plans of both foreign and domestic tourists visiting these cities. With the Group's efforts to enhance its product menu by adding items such as rice burgers and stone pots, and increasing advertising and promotional activities to simulate sales, the decline of the Group's same stores sales has been reduced from 10.3% in the first half of this year to 7.0% in the third quarter of this year.

During this quarter, the Group's sales recorded a growth of 8.6%. This improvement in sales growth, when compared to that of the first half of this year, was mainly attributable to the 88 net new stores opened last year, 37 net new stores rolled out in the first half of this year and the addition of two net new stores during the quarter under review.

Please find below the details of the store footprint.

	New stores (net) opened in the third quarter of 2013	Number of stores as at 30 September 2013
Yoshinoya		
Beijing-Tianjin-Hebei metropolitan region	1	223
Northeast China ⁽¹⁾	4	81
	<hr/>	<hr/>
Sub-total	5	304
	<hr/>	<hr/>
Dairy Queen		
Beijing-Tianjin-Hebei metropolitan region	(4)	113
Northeast China ⁽¹⁾	1	27
	<hr/>	<hr/>
Sub-total	(3)	140
	<hr/>	<hr/>
Total	2	444
	<hr/> <hr/>	<hr/> <hr/>

⁽¹⁾ Including Liaoning, Inner Mongolia, Jilin and Heilongjiang

While the Group has noticed some improvement in the business environment in Northern China during this quarter which suggests that the most challenging times are behind us, a significant recovery is not expected until next year. The Group continues to be cautious in its execution of strategies at this difficult juncture. It believes that the current challenges are short term and remains optimistic about the growth of the Chinese economy in the medium-to-long-run brought about by rapid urbanisation and the improvement of the living standards and the subsequent rising disposal incomes of Chinese people. The Group intends to continue its strategy to deliver sustainable growth of the QSR Business by offering high quality food at reasonable prices.

Potential investors and shareholders of the Company are reminded that the above operating information has not been reviewed or audited by the Company's independent auditors. Potential investors and shareholders of the Company should exercise caution when dealing in the securities of the Company.

By Order of the Board
Hop Hing Group Holdings Limited
Wong Kwok Ying
Executive Director and Company Secretary

Hong Kong, 1 November 2013

As at the date of this announcement, the executive directors of the Company are Mr. Hung Ming Kei, Marvin and Mr. Wong Kwok Ying. The non-executive directors of the Company are Mr. Hung Hak Hip, Peter and Ms. Lam Fung Ming, Tammy. The independent non-executive directors of the Company are Dr. Hon. Wong Yu Hong, Philip, GBS, Mr. Sze Tsai To, Robert, Mr. Cheung Wing Yui, Edward, Mr. Seto Gin Chung, John, Hon. Shek Lai Him, Abraham, GBS, JP and Mr. Siu Wai Keung.