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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 FIRST QUARTER ENDED 31 MARCH 2012

The Board announces the unaudited operational update of the Group' QSR Business for the first quarter ended 31 March 2012.

This announcement is made pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

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 31 March 2012. This announcement is made pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The operating information of the Group’s QSR Business for the three months ended 31 March 2012 is as follows:

| | For the three months ended 31 March 2012 |
|---|---|
| Same store sales growth rate (YoY % change) | 16% |
| Net addition of stores | 35 |

| | As at 31 March 2012 |
|------------------|---------------------|
| Number of stores | 352 |

For the first quarter of 2012, the QSR business of the Group continued the strong momentum of growth with a double digit year-on-year growth of 16% in same store sales. The ongoing strength of our sales growth, amidst a challenging economic environment in China, is attributed to our ability to provide customers with high

quality, tasty and safe food offering sold at affordable prices. Our growth is also contributed by the opening of 35 new stores during the first quarter of 2012 out of the 90 store annual target.

Apart from potential economic slowdown, rising costs in commodity and labour and rental had exerted negative pressure on the profit margins. The Group saw intense competition and cost pressure remaining to be the challenges that the fast food industry in China had to face with. However, the management has been able to protect our profit margins by proactively managing the cost increases and implementing effective strategies to improve the operating efficiency, cost control, innovation and business model of the QSR Business in addition to effecting a price increase in April. The Group believes that, apart from protecting our profit margins, the implementation of these strategies will help drive the sustainable profitable growth of the QSR Business, hence, the shareholders value of the Group.

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, 3 May, 2012

As at the date of this announcement, the executive directors of the Company are Mr. Hung Ming Kei, Marvin, Mr. Wong Kwok Ying and Ms. Lam Fung Ming, Tammy. The non-executive directors of the Company are Mr. Hung Hak Hip, Peter, Ms. Hung Chiu Yee and Mr. Lee Pak Wing. 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 and Hon. Shek Lai Him, Abraham, SBS, JP.