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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 2014

The Board announces the unaudited operational update of the Group's QSR Business for the first quarter ended 31 March 2014.

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 31 March 2014. 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 31 March 2014 is as follows:

	For the Three Months Ended 31 March 2014
Sales growth rate (Y-o-Y % change)	4.7%
Same store sales growth rate (Y-o-Y % change)	2.1%
Net addition of stores	5

As at 31 March 2014

Number of stores 445

In the first quarter, the QSR business in the Northern China was still adversely affected by the weaker market sentiment and customers' confidence. With the Group's continuous effort in expanding its product portfolio to stimulate sales and attract both value driven customers as well as those who look for full dining experience with more complete meal, the Group has delivered a 2.1% increase in its same stores sales in the quarter under review.

During this quarter, the Group's sales recorded a year-on-year growth of 4.7%. This improvement was mainly attributable to the increase in its same stores sales, the new stores opened last year and during the quarter under review as well as the steady sales growth of delivery service particularly after the launch of web-ordering in December last year.

Please find below the details of the store footprint.

	New stores (net) opened in the first quarter of 2014	Number of stores as at 31 March 2014
Yoshinoya		
Beijing-Tianjin-Hebei metropolitan region	-2	221
Northeast China ⁽¹⁾	4	85
Sub-total	2	306
Dairy Queen		
Beijing-Tianjin-Hebei metropolitan region	1	110
Northeast China ⁽¹⁾	2	29
Sub-total	3	139
Total	5	445

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

It is believed that the challenges that we are now facing will continue to affect the QSR industry in the short term. The management will be cautious in executing our strategies at this difficult juncture. The Group remains cautiously optimistic about the growth of the Chinese economy in the medium-to-long-run as the rapid urbanization in China will raise the living standard and the disposal income of the general public gradually. In addition, our franchise regions are within the areas which will benefit from the three development plans being implemented by the government, namely Beijing-Tianjin-Hebei Economic Circle Plan, Northeast Revitalization Plan and Hu-Bao-Yin-Yu Economic Zone Plan. The Group intends to continue its core 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, 25 April 2014

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 (Chairman) 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, BBS, Mr. Seto Gin Chung, John, Hon. Shek Lai Him, Abraham, GBS, JP and Mr. Siu Wai Keung.