



Beijing Yoshinoya apologizes for operational oversight and takes quick corrective actions

Beijing – 15 March 2013 — Hop Hing Group Holdings Limited (“Hop Hing” or “the Company”) noted today’s report in the Beijing Times, which indicated that two stores of Yoshinoya in Beijing had failed to follow its operational guidelines. The Company responded quickly this morning by carrying out a thorough investigation and immediately suspended business operations in the implicated stores. Hop Hing apologizes for its operational oversight.

Hop Hing takes this case very seriously and has moved quickly to conduct an immediate and thorough internal investigation. The relevant management teams, including the store managers, have been reprimanded, and the stores have been suspended from operation while corrective actions are being carried out.

Specific remedial actions taken by the Company include: 1) Further inspections and investigations led by the senior management team will be conducted in the rest of the stores in the Beijing area. 2) Training specialists from the Company’s headquarters will conduct inspections of all stores to ensure that each front-line employee will strictly comply with the relevant operational guidelines. This effort is to address the potential underlying causes, and to prevent similar incidents from happening again.

Mr. Marvin Hung, Chief Executive Officer of Hop Hing, commented “I am deeply concerned about the reported hygiene incidents, for which I offer my most sincere apologies to our customers. Maintaining high hygiene standards is a core part of our code of conduct. Although only two incidents were reported, we’ll carry out comprehensive compliance checks in all of our stores to ensure that we don’t compromise on quality and hygiene details. We welcome the media, consumers and regulators to continue to scrutinize the Company’s operation and will deal with these identified issues with transparency.

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