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SOUTH EAST GROUP LIMITED

(東南國際集團有限公司) *

(Incorporated in Bermuda with limited liability)

(Stock Code: 726)

**CHANGE OF ADDRESS OF BERMUDA SHARE REGISTRAR
CHANGE OF WEBSITE OF THE COMPANY**

The board of directors (the “Board”) of South East Group Limited (the “Company”) hereby announces that with effect from 1 November 2012 the Company’s Bermuda principal share registrar and transfer agent “Butterfield Fulcrum Group (Bermuda) Limited” has changed its address to:-

26 Burnaby Street
Hamilton HM 11
Bermuda

The Company’s branch share registrar and transfer office in Hong Kong is still maintained by Computershare Hong Kong Investor Services Limited of Shops 1712 – 1716, 17/F., Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong.

The Company would also inform that with effect from 16 November 2012 the Company’s website for publication of its corporate communication for the purpose of Rule 2.07C of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited will be changed from http://www.ilinkfin.net/south_east_group to <http://southeastgroup.todayir.com>.

By order of the Board
South East Group Limited
Chan Sau Chee
Company Secretary

Hong Kong, 1 November 2012

The directors of the Company as at the date of this announcement are Mr. Wu Siu Chung (Chairman) and Mr. Chen Xiaoping as executive directors; Mr. Chen Yuan Shou, Budiman and Mr. Eduard William Rudolf Helmuth Will as non-executive directors; Mr. Lo Yuk Lam, Mr. Wong Kam Wah and Mr. David R. Peterson as independent non-executive directors.

** For identification purpose only*