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GUOCANG GROUP LIMITED

國藏集團有限公司

(Incorporated in Bermuda with limited liability)

(Stock code: 559)

VOLUNTARY ANNOUNCEMENT LAUNCH OF HUNDRED YUAN LIQUOR AND WINE PRODUCTS AND ER LIANG JIU LIQUOR

The board of directors (the “**Board**”) of Guocang Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) is pleased to announce that 國藏酒莊有限公司 (Guocang Liquor & Wine Merchant Limited*) (“**Guocang**”), an indirect wholly-owned subsidiary of the Company, has launched various liquor and wine products with unified selling price of RMB100 (the “**Hundred Yuan Liquor and Wine Products**”) and liquor with volume of 145 milliliters (二兩九酒) (the “**Er Liang Jiu Liquor**”).

LAUNCH OF HUNDRED YUAN LIQUOR AND WINE PRODUCTS

Guocang has cooperated with certain well-known liquor manufacturers in the People’s Republic of China (the “**PRC**”), including but not limited to, 宜賓五糧液股份有限公司 (Wuliangye Yibin Co., Ltd.*), 四川省古蔺郎酒廠有限公司 (Sichuan Gulin Langjiu Distillery Co., Ltd.*), 四川全興酒業有限公司 (Sichuan Quanxing Distillery Co., Ltd.*) and 四川沱牌舍得酒業股份有限公司 (Sichuan Tuopai Shede Wine Co., Ltd.*) to launch hundred yuan liquor products. In addition, Guocang has worked with certain wine manufacturers in Chile and France and beer manufacturers in Germany to develop hundred yuan wine and beer products. The Hundred Yuan Liquor and Wine Products are in unified selling price of RMB100 and solely distributed by Guocang. The launch of the Hundred Yuan Liquor and Wine Products caters for the general public market of the liquor and wine industry in the PRC and further develop the liquor and wine culture by letting people enjoy different kinds of liquor and wine with favourable price.

LAUNCH OF ER LIANG JIU LIQUOR (二兩九酒)

Guocang has further cooperated with 宜賓五糧液股份有限公司 (Wuliangye Yibin Co., Ltd.*) to develop and launch the Er Liang Jiu Liquor. The Er Liang Jiu Liquor are in two flavours of heavy-scented flavour (濃香型) and sauce-scented flavour (醬香型) and with volume of 145 milliliters. With its compact design, the Er Liang Jiu Liquor mainly caters for

the luxury hotels in the PRC in promoting Chinese liquor culture to tourists and the needs of different customers. The Er Liang Jiu Liquor, with selling price of RMB100, is solely distributed by Guocang.

The Board believes that, with the extensive distribution network and comprehensive publicity, the launch of both the Hundred Yuan Liquor and Wine Products and the Er Liang Jiu Liquor enable the Group to enter into the general public market of liquor and wine industry in the PRC and generate substantial income in the future. Furthermore, Guocang will seize opportunities to cooperate with other renowned liquor and wine manufacturers in developing different kinds of liquor and wine products, including the Hundred Yuan Liquor and Wine Products, in a near future.

By order of the Board
Guocang Group Limited
Wong Hin Shek
Chairman and Executive Director

Hong Kong, 21 November 2013

As at the date of this announcement, the executive Directors are Mr. Wong Hin Shek and Mr. Chi Chi Hung, Kenneth; and the independent non-executive Directors are Mr. Chiu Wai On, Mr. Man Kwok Leung and Dr. Wong Yun Kuen.

** For identification purposes only*