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LABIXIAOXIN SNACKS GROUP LIMITED

蠟筆小新休閒食品集團有限公司

(Incorporated in Bermuda with limited liability)

(Stock code: 1262)

UNUSUAL PRICE MOVEMENT AND TRADING MOVEMENTS

This announcement is made at the request of The Stock Exchange of Hong Kong Limited.

The Board of Directors (the “**Board**”) of Labixiaoxin Snacks Group Limited (the “**Company**”) has noted the recent decrease in the price and increase in trading volume of the shares of the Company. Having made such enquiry with respect to the Company as is reasonable in the circumstances, save and except for the matters disclosed in the announcement of the Company dated 12 March 2014 in relation to the article reported by CaptialWeek on 10 March 2014, the Board is not aware of any reasons for these price or volume movements or of any information which must be announced to avoid a false market in the Company’s securities or of any inside information that needs to be disclosed under Part XIVA of the Securities and Futures Ordinance.

This announcement is made by the order of the Board. The Board collectively and individually accepts responsibility for the accuracy of this announcement.

By order of the Board of
Labixiaoxin Snacks Group Limited
Zheng Yu Long
Chairman

Hong Kong, 12 March 2014

As at the date of this announcement, the executive directors of the Company are Zheng Yu Long, Zheng Yu Shuang and Zheng Yu Huan; the non-executive director of the Company is Li Hung Kong; and the independent non-executive directors of the Company are Li Zhi Hai, Sun Kam Ching and Chung Yau Tong.