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DIFFER GROUP HOLDING COMPANY LIMITED

鼎豐集團控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 6878)

VOLUNTARY ANNOUNCEMENT

INCREASE IN SHAREHOLDING IN THE COMPANY BY THE CHIEF EXECUTIVE OFFICER AND EXECUTIVE DIRECTOR

This announcement is made by Differ Group Holding Company Limited (the “**Company**”) on a voluntary basis.

INCREASE IN SHAREHOLDING IN THE COMPANY BY THE CHIEF EXECUTIVE OFFICER AND EXECUTIVE DIRECTOR

The Company was informed by Mr. Ng Chi Chung (“**Mr. Ng**”), the chief executive officer and executive director of the Company, that during the period from 10 June to 8 July 2016, Mr. Ng, purchased 6,898,000 shares of the Company (the “**Shares**”) via the trading system of The Stock Exchange of Hong Kong Limited.

Following such purchase, Mr. Ng is interested in an aggregate of 10,898,000 Shares, representing approximately 0.26% of the issued share capital of the Company as of the date of this announcement. Besides, Mr. Ng held 6,400,000 share options of the Company under the share option scheme adopted by the Company on 26 November 2013.

Mr. Ng has expressed his satisfaction with the current operating conditions of the Company to the Board and is confident about the Company’s prospects.

By order of the Board

Differ Group Holding Company Limited

HONG Mingxian

Chairman and Executive Director

Hong Kong, 8 July 2016

As at the date of this announcement, the executive Directors are Mr. HONG Mingxian, Mr. NG Chi Chung and Mr. CAI Huatan; the non-executive Directors are Mr. CAI Jianfeng and Mr. WU Qinghan; and the independent non-executive Directors are Mr. CHAN Sing Nun, Mr. TSANG Hin Man Terence and Mr. ZENG Haisheng.