



CLARIFICATION STATEMENT

ShiFang Holding Limited (“**ShiFang Holding**” or the “**Company**”, and together with its subsidiaries, the “**Group**”, HKEx stock code: 01831) recently received certain enquiries from the public regarding whether there is any shareholding relationship between the Group and a company named “Uni Global Capital Limited” (“**Uni Global**”) and whether the Group has participated in any franchise, membership, bonus points or investment schemes announced by such company.

The Company hereby solemnly declares that the Company has no direct nor indirect shareholding relationship with Uni Global. Upon verification by the Company, neither the Company nor its current directors own any equity interests in Uni Global. According to a statutory and publicly accessible shareholding record, Uni Global also has no equity interests with reporting obligations in the Company. At present, in the past or in the foreseeable future, the Company has no intention to discuss with Uni Global for any form of shareholding cooperation, nor has intention to participate in any so-called investment plan of Uni Global.

The Group is affirmative of studying the feasibility of the development and sales of yew tree-derived healthcare products, while Uni Global did approach the Group to express its initial intention to purchase the yew tree-derived healthcare products from the Company to supply to its members. Nevertheless, the Group has not entered into any supply contract or confirmed any order for any product with Uni Global as of now. During the negotiation with Uni Global on the source and supply of products, Mr. Chen Zhi, a director of the Company, was invited to a marketing event organised by Uni Global. Upon verification by the Company, Mr. Chen Zhi was not aware of the operating model of Uni Global and the content of the speech prior to participating in such event. The Company has appointed a legal counsel to issue a letter to Uni Global requesting Uni Global to immediately cease to make reference to the Group in its promotional materials and the Company reserves all the rights to take legal actions.

The public and investors are hereby solemnly reminded of consultations with practicing lawyers and/or licensed financial advisors for their advice and give due consideration to investment risks prior to making investment. As there is no ownership relationship between the Company and Uni Global, the Company takes no responsibility for the losses arising from the participation of any investment plan of Uni Global by any investor. The only recognised communication channels of the Company to the public are the websites of the Company (www.shifangholding.com) and of the HKEXnews (www.hkexnews.hk). All information of the Company to the public is subject to the publication on the aforementioned websites. Should the public and investors wish to follow the development and updates of the Company, please from time to time refer to the announcements duly published by the Company through the aforementioned recognised channels.

Notice is hereby given.

By Order of the Board
ShiFang Holding Limited
Siuming Tsui Chief Executive Officer

Hong Kong, 22 March, 2017

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About ShiFang

ShiFang Holding Limited is a Chinese media company which provides advertisers with diversified and all-round media content services. The principal businesses of the Company include newspaper advertising, online services, distribution management, consulting and printing services, in addition to television and radio advertising.

Investor and Media Enquiries

Should you have any queries, please contact Mr YM Chung at:

E-mail: ym.chung@shifang.com.hk

Tel: 852-2285 3969