HUNG HING

HUNG HING PRINTING GROUP LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 450)

VOLUNTARY ANNOUNCEMENT
STRATEGIC PARTNERSHIP WITH KIKKI.K

This announcement is made by Hung Hing Printing Group Limited (the "**Company**", and together with its subsidiaries, the "**Group**") on a voluntary basis to keep the shareholders and potential investors informed of the latest business development of the Group.

The board (the "**Board**") of directors (the "**Directors**") of the Company is pleased to announce that the Company has entered into a legally binding strategic partnership agreement (the "**Strategic Partnership Agreement**") earlier with kikki.K Holdings Pty Ltd ("**kikki.K**"), pursuant to which the Company will acquire a 10% stake in kikki.K.

REASONS FOR AND BENEFITS OF ENTERING INTO THE STRATEGIC PARTNERSHIP AGREEMENT

The cooperation is of great significance to the two companies. The Directors believe that the Company's strategic investment in kikki.K is a significant step to expand its product portfolio to capture high-end consumer product opportunities. The Directors are also confident that the Company can leverage the strong reputation and global market presence of kikki.K to expand into the individualised product segment, enabling it to broaden its offerings to cover all significant segments of the value chain and yield manufacturing synergies. On the other hand, kikki.K will have access to capital and expanded infrastructure to help accelerate its global expansion plan, in particular growth into the robust China market.

INFORMATION ON THE GROUP AND KIKKI.K

The Group is principally engaged in integrated and technologically advanced operations in printing and manufacturing of paper and carton boxes, manufacturing of corrugated cartons and trading of paper; as well as a wide range of high end packaging products.

kikki.K is principally engaged in offering a broad range of stylish, fashionable and innovative stationery and gift products, including a newly launched personalised stationery and accessory service.

To the best of the Directors' knowledge, information and belief having made all reasonable enquires, kikki.K and its ultimate beneficial owners are third parties independent of the Company and connected person of the Company.

The Board considers that the cooperation contemplated under the Strategic Partnership Agreement are in the usual course of business of the Company and the terms of the Strategic Partnership Agreement are based on normal commercial terms and are fair and reasonable and in the interests of the Company and its shareholders as a whole.

By Order of the Board
Hung Hing Printing Group Limited
Shek Kwok Man
Chief Financial Officer & Company Secretary

Hong Kong, August 22, 2018

As at the date of this announcement, the Board comprises Mr. Yum Chak Ming, Matthew and Mr. Sung Chee Keung, who are executive directors; Mr. Hirofumi Hori, Mr. Sadatoshi Inoue, Mr. Yoshihisa Suzuki and Mr. Yam Hon Ming, Tommy, who are non-executive directors; Mr. Yap, Alfred Donald, Mr. Luk Koon Hoo and Mr. Lo Chi Hong, who are independent non-executive directors.