

H.C.B.C. ENTERPRISES LIMITED

(incorporated in Hong Kong with limited liability)

ANNOUNCEMENT

**PROPOSED PRIVATIZATION OF
ABC COMMUNICATIONS (HOLDINGS) LIMITED
BY WAY OF A VOLUNTARY CONDITIONAL GENERAL CASH OFFER
BY PLATINUM SECURITIES COMPANY LIMITED ON BEHALF OF
H.C.B.C. ENTERPRISES LIMITED
FOR ALL THE ISSUED SHARE CAPITAL IN
ABC COMMUNICATIONS (HOLDINGS) LIMITED
(OTHER THAN THOSE SHARES ALREADY OWNED BY H.C.B.C.
ENTERPRISES LIMITED AND THE EXCLUDED SHAREHOLDERS)**

Financial adviser to H.C.B.C. Enterprises Limited



PLATINUM
Securities

THE OFFEROR WILL NOT EXTEND THE OFFERS OR REVISE THE TERMS OF THE OFFERS. Accordingly, the Offers made by Platinum on behalf of the Offeror will close on Wednesday, 1 August 2007 (unless the Offers become or are declared unconditional on or before Wednesday, 1 August 2007).

Reference is made to the joint announcement dated 16 April 2007 issued by H.C.B.C. Enterprises Limited (the “**Offeror**”) and ABC Communications (Holdings) Limited (the “**Company**”) and the offer document dated 11 June 2007 issued by the Offeror to the shareholders of the Company (the “**Offer Document**”). Unless the context requires otherwise, terms defined in the Offer Document shall have the same meanings when used in this announcement.

THE OFFEROR WILL NOT EXTEND THE OFFERS OR REVISE THE TERMS OF THE OFFERS. Accordingly, the Offers made by Platinum on behalf of the Offeror will close on Wednesday, 1 August 2007 (unless the Offers become or are declared unconditional on or before Wednesday, 1 August 2007).

By order of the board of
H.C.B.C. Enterprises Limited
George Ho
Chairman

Hong Kong, 24 July 2007

As at the date of this announcement, the board of directors of the Offeror comprises Mr. George Ho, Mr. George Joseph Ho, Mr. Michael Tse Chi Hung, Mr. Leung Kwok Kit, Ms. Winnie Yu, Mr. Robert Kwok Chin Kung, Mr. Richard Tang Yat Sun and Ms. Amy Miao Mei Yan.

The directors of the Offeror jointly and severally accept full responsibility for the accuracy of information contained in this announcement and confirm, having made all reasonable inquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statement in the announcement misleading.

Please also refer to the published version of this announcement in The Standard.