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ABC COMMUNICATIONS (HOLDINGS) LIMITED

(incorporated in Bermuda with limited liability)

(Stock Code: 30)

ANNOUNCEMENT

REVISED PROPOSAL ON THE ADOPTION OF THE COMPANY'S CHINESE SECONDARY NAME

Reference is made to:

- (a) the notice dated 28 August 2015 (the “**AGM Notice**”) convening the annual general meeting (the “**Annual General Meeting**” or “**AGM**”) of ABC Communications (Holdings) Limited (the “**Company**”) to be held at Basement 2 (B2), The Wharney Guang Dong Hotel, 57-73 Lockhart Road, Wanchai, Hong Kong on Wednesday, 30 September 2015 at 10:00 a.m.;
- (b) the circular issued by the Company on 28 August 2015 (the “**AGM Circular**”) which contains, among other things, information in respect of certain resolutions to be proposed at the Annual General Meeting for the proposed general mandates for the issue of shares and repurchase of shares to be granted to the Directors and the proposed re-election of Directors;
- (c) the announcement made by the Company on 26 May 2015 (the “**Announcement**”) in relation to, inter alia, the change of Company's name and the original proposal on the adoption of the Company's Chinese secondary name (the “**Original Proposal**”);
- (d) the circular issued by the Company on 20 July 2015 (the “**SGM Circular**”) containing details relating to the special general meeting of the Company held on 12 August 2015 (the “**Special General Meeting**” or “**SGM**”) convened for the purposes of, inter alia, considering and passing the special resolution in relation to the Original Proposal; and

- (e) the announcement made by the Company on 12 August 2015 (the “**SGM Results Announcement**”) in relation to the poll results of the Special General Meeting (including the poll results on the Original Proposal).

Unless the context otherwise requires, capitalized terms in this announcement shall have the same meanings as those defined in the AGM Circular.

ORIGINAL PROPOSAL ON THE ADOPTION OF COMPANY’S CHINESE SECONDARY NAME

As disclosed in the Announcement, on 12 August 2015, the Company proposed to seek Shareholders’ approval, by way of special resolution, for the change of the name of the Company from “**ABC Communications (Holdings) Limited**” to “**Ban Loong Holdings Limited**” and the adoption of “**萬隆集團有限公司**” as the Company’s Chinese secondary name. Details relating to the Original Proposal were set out in the SGM Circular, and the Special General Meeting was duly convened for the considering and passing the special resolution relating to the Original Proposal. As disclosed in the SGM Results Announcement, the Original Proposal was duly passed by Shareholders by way of special resolution at the Special General Meeting.

Subsequent to the passing of the resolution relating to the Original Proposal, the Company sought to proceed with the filing with the registrar of companies in Bermuda and sought to carry out the necessary filing procedures with the Companies Registry in Hong Kong. On 31 August 2015, the Company was informed by the Companies Registry of Hong Kong that while the Company’s name of “**Ban Loong Holdings Limited**” is available for registration in Hong Kong, the proposed Chinese secondary name “**萬隆集團有限公司**” is not available for registration in Hong Kong, as the proposed Chinese secondary name might cause confusion or overlap with certain existing company(ies) already registered in Hong Kong.

REVISED PROPOSAL ON THE ADOPTION OF COMPANY’S CHINESE SECONDARY NAME

In view of the foregoing, the Company did not immediately put the Original Proposal relating to the change of the Company’s English and Chinese names to effect. Instead, the Company now proposes to:

- (a) adopt “**萬隆控股集團有限公司**” (the “**Revised Chinese Secondary Name**”) as the Company’s Chinese secondary name (the “**Revised Proposal**”); and

- (b) put effect to the change of the Company's English name from "**ABC Communications (Holdings) Limited**" to "**Ban Loong Holdings Limited**" simultaneously with the obtaining of approval for registration of the Revised Chinese Secondary Name from both the registrar of companies in Bermuda and the Companies Registry in Hong Kong.

The Company intends to seek Shareholders' approval for the Revised Proposal by way of special resolution at the Annual General Meeting to be held on 30 September 2015. An additional resolution for the Revised Proposal (the "**Additional Resolution**" or "**Resolution No. 8**") will be proposed at the Annual General Meeting.

As the AGM Notice, the AGM Circular and the form of proxy enclosed in the AGM Circular (the "**Original Form of Proxy**") do not contain the Additional Resolution in relation to the Revised Proposal, the Company will dispatch the following documents to shareholders and publish them on the website of the Stock Exchange at www.hkexnews.hk: (a) a supplemental circular (the "**Supplemental Circular**"), (b) a supplemental notice of the AGM (the "**Supplemental AGM Notice**") and (c) a revised form of proxy to be used at the AGM (the "**Revised Form of Proxy**"), containing details relating to the Additional Resolution.

The Revised Proposal is subject to: (a) the approval by the Shareholders by way of a special resolution at the Annual General Meeting; (b) the registrar of companies in Bermuda granting approval for the use of the Revised Chinese Secondary Name; and (c) the Companies Registry of Hong Kong granting approval for the use of the Revised Chinese Secondary Name.

The relevant filing with the registrar of companies in Bermuda will be made after the passing of the special resolution regarding the Revised Proposal at the Annual General Meeting. Subject to satisfaction of the conditions set out above, the Revised Proposal will take effect from the later of (a) the date on which the registrar of companies in Bermuda enters the Revised Chinese Secondary Name on the register in place of the existing name; and (b) the date on which the Company completes its filing procedures with the Companies Registry in Hong Kong to give effect to the use of the Revised Chinese Secondary Name in Hong Kong.

IMPORTANT NOTICE TO SHAREHOLDERS WHO HAVE NOT YET LODGED THE ORIGINAL FORM OF PROXY:

The Revised Form of Proxy enclosed with the Supplemental Circular shall supersede the Original Form of Proxy enclosed with the AGM Circular.

A Shareholder who has not yet lodged the Original Form of Proxy with the Company's Hong Kong share registrar, Computershare Hong Kong Investor Services Limited ("**Computershare**") is requested to lodge the Revised Form of Proxy if he or she wishes to appoint proxy(ies) to attend the Annual General Meeting on his or her behalf. In this case, the Original Form of Proxy should not be lodged with Computershare.

IMPORTANT NOTICE TO SHAREHOLDERS WHO HAVE ALREADY LODGED THE ORIGINAL FORM OF PROXY BUT DO NOT SUBSEQUENTLY LODGE THE REVISED FORM OF PROXY:

A Shareholder who has already lodged the Original Form of Proxy with Computershare shall note that if he or she does not subsequently lodge the Revised Form of Proxy with Computershare, then:

- (i) The Original Form of Proxy will be treated as a valid form of proxy lodged by the relevant Shareholder if correctly completed.
- (ii) The proxy appointed by the relevant Shareholder under the Original Form of Proxy will be entitled to vote at his or her discretion or to abstain from voting on any resolution(s) properly put to the Annual General Meeting other than those referred to in the AGM Notice and the Original Form of Proxy, including the Additional Resolution in relation to the Revised Proposal as set out in the Supplemental AGM Notice and the Revised Form of Proxy.

IMPORTANT NOTICE TO SHAREHOLDERS WHO HAVE ALREADY LODGED THE ORIGINAL FORM OF PROXY AND SUBSEQUENTLY LODGE THE REVISED FORM OF PROXY:

A Shareholder who has already lodged the Original Form of Proxy with Computershare shall note that if he or she subsequently lodges the Revised Form of Proxy with Computershare, then:

- (i) If the Revised Form of Proxy is lodged with Computershare 48 hours before the time appointed for holding of the Annual General Meeting or any adjournment thereof (as the case may be) (the “**Latest Time for Lodging**”), the Revised Form of Proxy will revoke and supersede the Original Form of Proxy previously lodged by the relevant Shareholder. The Revised Form of Proxy will be treated as a valid form of proxy lodged by the relevant Shareholder if correctly completed.
- (ii) If the Revised Form of Proxy is lodged with Computershare after the Latest Time for Lodging, the Revised Form of Proxy will be deemed invalid. However, it will revoke the Original Form of Proxy previously lodged by the relevant Shareholder. Shareholders are advised not to lodge the Revised Form of Proxy after the Latest Time for Lodging.

GENERAL

The Board believes that the Revised Chinese Secondary Name not only can refresh the Company's corporate image and identity, but also more accurately reflect the diversified business portfolio of the Company. The Board believes that the Revised Proposal will benefit the Company's future business development and is in the best interests of the Company and the Shareholders as a whole.

The change of company name will not affect any of the rights of the Shareholders. All existing share certificates in issue bearing the Company's existing name will, after the change of company name, continue to be evidence of title to the Shares and be valid for trading, settlement, registration and delivery purposes. Accordingly, there will not be any arrangement for the free exchange of the existing share certificates for new share certificates under the new name of the Company. Once the change of company name has become effective, the Company will make arrangements with The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**") such that the Shares will be traded under the new stock short names of the Company, and any issue of new share certificates will be in the new name of the Company.

Further announcement(s) will be made by the Company in due course to inform the Shareholders of the results of the Annual General Meeting, the effective date of the change of company name and the new stock short names of the Company for trading of the shares of the Company on the Stock Exchange.

By Order of the Board of
ABC Communications (Holdings) Limited
Chow Wang
Chairman & Executive Director

Hong Kong, 8 September 2015

As at the date of this announcement, the Board of the Company comprises:

Executive Directors:

Mr. Chow Wang (*Chairman*)

Mr. Cheung Wai Shing

Mr. Xu Jian Zhong

Non-Executive Director:

Mr. Fong For

Independent Non-executive Directors:

Mr. Jiang Zhi

Mr. Leung Ka Kui, Johnny

Ms. Wong Chui San, Susan