

For immediate release



世纪阳光

CENTURY SUNSHINE GROUP HOLDINGS LIMITED
世紀陽光集團控股有限公司

3Q2012 results achieved remarkable growth
Magnesium product business recorded tremendous growth of 472% yoy
Fertiliser business surged by 65% yoy

(Hong Kong, 20 November 2012) Century Sunshine Group Holdings Limited (stock code: 0509.HK, the “Company”, together with its subsidiaries, the “Group”) is delighted to announce the unaudited operational data of the Group’s two core business segments (magnesium product and fertiliser businesses) for the nine months ended 30 September 2012 (the “Period”). The two core business segments accounted for over 89% of the Group’s overall revenue for the Period.

Magnesium product business

	For the nine months ended 31 September 2012	For the nine months ended 31 September 2011	Change
Basic magnesium products			
Sales volume (tonnes)	6,220	1,875	+231.7%
ASP (HK\$/tonne)	21,274	23,965	-11.2%
Revenue (HK\$'000)	132,322	44,935	+194.5%
Gross margin	25.2%	25.1%	+0.1pp
Rare earth magnesium alloy			
Sales volume (tonnes)	3,425	--	--
ASP (HK\$/tonne)	36,412	--	--
Revenue (HK\$'000)	124,716	--	--
Gross margin	39.5%	--	--
Total revenue (HK\$'000)	257,038	44,935	+472.0%

Fertiliser business

	For the nine months ended 31 September 2012	For the nine months ended 31 September 2011	Change
Compound fertilisers			
Sales volume (tonnes)	160,669	92,337	+74.0%
ASP (HK\$/tonne)	2,803	2,860	-2.0%
Revenue (HK\$'000)	450,314	264,063	+70.5%
Gross margin	17.5%	10.0%	+7.5pp
Organic fertilisers			
Sales volume (tonnes)	65,219	43,020	+51.6%
ASP (HK\$/tonne)	2,038	2,067	-1.4%
Revenue (HK\$'000)	132,932	88,943	+49.5%
Gross margin	34.8%	33.2%	+1.6pp
Total revenue (HK\$'000)	583,246	353,006	+65.2%

Driven by the Group's dual business model, the results from Q3 2012 were distinguished. Mr Chi Wen Fu, Chairman and Chief Executive Officer of the Group said, "Following the launch of the basic magnesium products in July 2011, the Group has further developed its sales channels capturing rare earth magnesium alloy market that brings lucrative profits. The production technology for rare earth magnesium alloy is comparatively higher that also leads to a more promising profit margin. Therefore, the Group will market and excel the sales of this particular product category to boost its overall performance."

Chairman Chi further commented, "The Group's fertiliser business recorded an outstanding organic growth during the Period. It strongly demonstrates the positive response and confidence from the market. The gross profit margins of organic and compound fertilisers have also improved significantly because of optimising the production under economies of scale. Furthermore, the Group's organic fertiliser and Si-Mg fertiliser are high-margin specialty products. The Group will be increasing their sales proportions to enhance the product mix and ultimately, drive the margins to new heights."

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About Century Sunshine Group Holdings Limited

Century Sunshine and its subsidiaries engage in diverse yet vertically integrated business activities including research and development, production, and distribution of magnesium alloys and ecological fertilisers. The Group was listed on the GEM Board on 17 February 2004 then was transferred to the Main Board on 1 August 2008. Ordinary shares of the Company is listed on the Hong Kong Stock Exchange, trading ticker is 0509.

For further information, please contact:

Century Sunshine Group Holdings Limited

Noelle Hon

Vice President - Investor Relations

Email: noellehon@centurysunshine.com.hk

Tel: +852 2912 2360

Fax: +852 2802 2697

DLK Advisory Limited

Maggie Lee (maggielee@dlkadvisory.com)

Michelle Shi (michelleshi@dlkadvisory.com)

Tel: +852 2857 7101

Fax: +852 2857 7103