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世紀陽光

世紀陽光集團控股有限公司

CENTURY SUNSHINE GROUP HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 509)

VOLUNTARY DISCLOSURE

2013 FIRST QUARTER OPERATIONAL PERFORMANCE

Century Sunshine Group Holdings Limited (the “**Company**”) and its subsidiaries (collectively, the “**Group**”) are pleased to provide a voluntary disclosure on the unaudited key operational data, for the three months ended 31 March 2013 (the “**First Quarter**”).

Information in this announcement was based on the preliminary assessment of the Group’s management accounts which had not been reviewed or audited by the auditors of the Company. The unaudited key operational data in this announcement should be read in conjunction with the Group’s latest annual report and interim report. ***Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.***

UNAUDITED QUARTERLY OPERATIONAL PERFORMANCE

Key operational data

Unaudited key operational data for the three months ended 31 March 2013, together with the comparative figures for the corresponding period in 2012, is as follows. Main businesses listed below contributed over 95% of the Group's total revenue for the three-month period ended 31 March 2013.

(a) Sales volume of major products:

	Three months ended		
	31 March	2012	Increased/ (Decreased)
	2013	2012	
	<i>Tonnes</i>	<i>Tonnes</i>	<i>%</i>
Magnesium product business			
Basic magnesium products	1,347	1,068	26.1
Rare earth magnesium alloys	1,116	667	67.3
Fertiliser business			
Compound fertilisers	60,557	42,689	41.9
Organic fertilisers	26,028	16,028	62.4

(b) Average selling prices of major products:

	Three months ended		
	31 March	2012	Increased/ (Decreased)
	2013	2012	
	<i>per tonne</i>	<i>per tonne</i>	<i>%</i>
	<i>HK\$</i>	<i>HK\$</i>	
Magnesium product business			
Basic magnesium products	20,744	19,999	3.7
Rare earth magnesium alloys	39,496	26,545	48.8
Fertiliser business			
Compound fertilisers <i>(Note (1))</i>	2,703	2,921	(7.5)
Organic fertilisers <i>(Note (2))</i>	1,804	2,141	(15.7)

(c) *Gross profit margins of major products:*

	Three months ended		
	31 March		Increased/
	2013	2012	(Decreased)
	%	%	points
Magnesium product business			
Basic magnesium products	21.6	20.3	1.3
Rare earth magnesium alloys	38.2	34.0	4.2
Fertiliser business			
Compound fertilisers <i>(Note (1))</i>	21.5	10.0	11.5
Organic fertilisers <i>(Note (2))</i>	37.4	33.0	4.4
The Group's gross profit margin	29.4	22.8	6.6

Notes:

- (1) There was a significant increase in the proportion of silicon magnesium fertilisers in the product mix during the current period under review. The selling prices were less but with higher gross profit margins. It then resulted in a decrease in the average price, however, it improved the overall gross profit margin of compound fertilisers.
- (2) Technological innovation in recycling of scrap materials and refining formula that boost up the gross profit margin of organic fertilisers. Owing to the cost of production was substantially reduced, the Group strategically adjusted the pricing of organic fertilisers to further capture its market share.

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By order of the Board
Chi Wen Fu
Chairman

Hong Kong, 22 May 2013

As at the date of this announcement, the directors of the Company are:

Executive directors: *Mr. Chi Wen Fu, Mr. Shum Sai Chit and Ms. Chi Bi Fen*

Non-executive director: *Mr. Guo Mengyong*

Independent non-executive directors: *Mr. Kwong Ping Man, Mr. Liu Hoi Keung and Mr. Sheng Hong*