



For immediate release

25 November 2013



世纪阳光

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

Record Breaking 3Q 2013 Operating Results for Two Core Businesses
Revenue of rare earth magnesium alloys surged by 105.3%
Overall gross profit margin increased by 3.0pp to 30.8%

(Hong Kong, 25 November 2013) 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 businesses (magnesium product and fertiliser businesses) for the nine months ended 30 September 2013 (the “Period”). The two cores accounted for over 96% of the Group’s overall revenue for the Period.

Magnesium product business

	For the nine months ended 30 September 2013	For the nine months ended 30 September 2012	Change
Rare earth magnesium alloys			
Sales volume (tonne)	6,236	3,425	+82.1%
ASP (HK\$/tonne)	41,052	36,412	+12.7%
Revenue (HK\$'000)	256,008	124,716	+105.3%
Gross margin	39.3%	39.5%	-0.2pp
Basic magnesium products			
Sales volume (tonne)	5,753	6,220	-7.5%
ASP (HK\$/tonne)	19,839	21,274	-6.7%
Revenue (HK\$'000)	114,128	132,322	-13.7%
Gross margin	17.7%	25.2%	-7.5pp
Total segment revenue (HK\$'000)	370,136	257,038	+44.0%



Fertiliser business

	For the nine months ended 30 September 2013	For the nine months ended 30 September 2012	Change
Compound fertilisers			
Sales volume (tonne)	215,755	160,669	+34.3%
ASP (HK\$/tonne)	2,613	2,803	-6.8%
Revenue (HK\$'000)	563,704	450,314	+25.2%
Gross margin	22.1%	17.5%	+4.6pp
Organic fertilisers			
Sales volume (tonne)	93,854	65,219	+43.9%
ASP (HK\$/tonne)	2,120	2,038	+4.0%
Revenue (HK\$'000)	198,944	132,932	+49.7%
Gross margin	37.9%	34.8%	+3.1pp
Total segment revenue (HK\$'000)	762,648	583,246	+30.8%

For the nine months ended 30 September 2013, the Group continued to achieve strong growth with substantial improvements in profitability. In particular, the sales proportion of high gross margin rare earth magnesium alloys further expanded with an 82.1% increase in sales volume to 6,236 tonnes. Through continuous refinement of product mix and improvement in production efficiency, gross profit margins of compound fertilisers and organic fertilisers increased by 4.6 percentage points and 3.1 percentage points respectively. The combined operating improvements increased the Group's overall gross profit margin 3 percentage points to 30.8%.

Chairman Mr Chi Wen Fu commented, "We are very pleased with the strong results in our key operating segments. Our continued rapid growth was primarily driven by strong performances in rare earth magnesium alloys and ecological fertilisers. Our product differentiation and technology innovation strategies have proven effective and earned us a competitive edge in the market. The Group's strategy is to focus on introducing high performance products at competitive pricing to secure the market leadership in the specialty product segment. We plan to strengthen our strategic partnership with renowned Chinese research institutions for technological breakthroughs. In addition, we will leveraging our upstream resources capability and technological know-how, to further increase sales of rare earth magnesium alloys. On the fertiliser front, the Group will continue



to develop targeted products to meet evolving needs of the PRC agricultural industry with innovation and product differentiation.”

- End -

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 are listed on the Hong Kong Stock Exchange, under trading ticker 0509.

For further information, please contact:

Century Sunshine Group Holdings Limited

Noelle Hon

Vice President - Investor Relations

Email: noellehon@centurysunshine.com.hk

Tel: +852 2186 4333

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