

[For Immediate Release]



世纪阳光

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

## Century Sunshine Announces 3Q 2014 Results Steady Growth of Two Core Businesses

- Gross margin of Rare Earth Magnesium Alloys hits 39.7%
- Sales volume and revenue of Rare Earth Magnesium Alloys surge by 38.7% and 34.8% respectively
- Overall gross profit margin increases by 1.6pp to 32.4%

(Hong Kong, 24 November 2014) **Century Sunshine Group Holdings Limited** (Stock code: 509.HK, the “Company”, together with its subsidiaries, collectively referred to as the “Group”), today is delighted to announce the unaudited operational data of the Group’s two core businesses (magnesium product and fertiliser) for the nine months ended 30 September 2014 (the “Period”). The two cores accounted for over 95% of the Group’s overall revenue for the Period.

### Magnesium Product Business

	For the nine months ended 30 September 2014	For the nine months ended 30 September 2013	Change
<b>Rare earth magnesium alloys</b>			
Sales volume (tonnes)	8,651	6,236	+38.7%
ASP (HK\$/tonne)	39,882	41,052	-2.9%
Revenue (HK\$'000)	344,998	256,008	+34.8%
Gross margin	39.7%	39.3%	+0.4pp
<b>Basic magnesium products</b>			
Sales volume (tonnes)	7,840	5,753	+36.3%
ASP (HK\$/tonne)	19,193	19,839	-3.3%
Revenue (HK\$'000)	150,461	114,128	+31.8%



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Gross margin	16.9%	17.7%	-0.8pp
Total revenue (HK\$'000)	495,459	370,136	+33.9%

### Fertiliser Business

	For the nine months ended 30 September 2014	For the nine months ended 30 September 2013	Change
<b>Compound fertilisers</b>			
Sales volume (tonnes)	280,253	215,755	+29.9%
ASP (HK\$/tonne)	2,400	2,613	-8.1%
Revenue (HK\$'000)	672,740	563,704	+19.3%
Gross margin	23.4%	22.1%	+1.3pp
<b>Organic fertilisers</b>			
Sales volume (tonnes)	117,061	93,854	+24.7%
ASP (HK\$/tonne)	2,123	2,120	+0.2%
Revenue (HK\$'000)	248,520	198,944	+24.9%
Gross margin	38.1%	37.9%	+0.2pp
Total revenue (HK\$'000)	921,260	762,648	+20.8%

The Group's operating results remained fast-growing in the third quarter of 2014. During the period, sales volumes and revenue of both core businesses reported remarkable improvement. For the nine months ended 30 September 2014, total segment revenue of magnesium products and fertilisers rose 33.9% and 20.8% respectively. The Group's overall gross profit margin increased 1.6 percentage points to 32.4% (2013: 30.8%).

**Mr Chi Wen Fu, Chairman and CEO of the Group** said, "The Group is devoted to technological innovation and product differentiation. Its high-margin products rare earth magnesium alloys and Silicon Magnesium compound fertilisers have outperformed the traditional market and secured the Group's market share in the high-end market amidst China's economic slowdown. The sustainable yet significant growth has proven that the Group's strategy of emphasising product differentiation is well in line with market trends. Capitalising on its patented and proprietary technologies together with its strengths in upstream resources, the Group will continue focusing on developing high-performance and high-value-added products, while at the same time expanding production capacity in a proactive manner to further secure its market leadership."

Commenting on the remaining quarters, Mr Chi added, "The Group's two cores have been supported by the rise of China's ecological agriculture as well as the emerging

trends in lightweight and energy-saving practices in transportation and electrics sectors. Its industry-leading technologies and products together with favourable macroeconomic trends alongside rising market demand ensure a promising future for the Group's sustainable growth. Aiming to capture business opportunities arising from China's economic reforms, the Group will continue developing high-end products and further expand market share to enhance value for our shareholders."

- End -

**About Century Sunshine Group Holdings Limited (Hong Kong Stock Code: 00509)**

Century Sunshine and its subsidiaries engage in vertically integrated business activities including R&D, production, and distribution of magnesium alloys and ecological fertilizers. 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 more information, please visit the Company's website:

<http://www.centurysunshine.com.hk/en/index.php>.

Issued by **Financial PR (HK) Limited** for and on behalf of Century Sunshine Group Holdings Limited

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