

[PRESS RELEASE - FOR IMMEDIATE RELEASE]



世纪阳光

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

(Stock code: 509.HK)

**Flagship fertilizer brands “Le He He” and “Yanyangtian” both
selected as
“2016 Top 50 Brand of Farmers’ Most Trusted Fertilisers”**

**Highly recognized products for
Seizing agricultural modernization opportunities to achieve rapid
business expansion**

(Hong Kong, 9 November, 2016) **Century Sunshine Group Holdings Limited** (“Century Sunshine” or the “Company”, stock code: 509.HK, or together with its subsidiaries collectively referred to as the “Group”), is pleased to announce that, the Group’s two flagship fertilizer brands “Le He He” and “Yanyangtian” are both being selected as the “2016 Top 50 Brands of Framers’ Most Trusted Fertilisers”, in recognition of the Group’s and its products’ contribution towards China fertiliser industry.

The “2016 Top 50 Brands of Farmers’ Most Trusted Fertilisers” award ceremony, being co-hosted by the China Phosphate & Compound Fertiliser Industry Association and CCTV-7 Agricultural Channel, with media contractors by CCTV Agricultural Channel Advertising Department and Sun Star Advertising, was held in Nanjing on 5 November 2016, representatives of major fertiliser brands participated at the ceremony. Throughout the nationwide nomination and self-nomination process, the final Top 50 Brands were being selected by a total of nearly 100 corporations from a pool of 195 brands across the country. Farmers’ trust is the biggest recognition towards a fertiliser brand within the industry. This judging, which is done by farmers only, is the most representative one in the industry and across the nation, thus, the Top 50 Brands represents the most trustworthy brand in farmers’ eyes.

Upon the 13th 5-Year Plan Agricultural Modernization Policy under 13th 5-Year Plan, the Chinese government will put more effort in pursuing agricultural supply side structural reform, as well as adjusting and optimizing the agricultural structure. In light of the Group’s goodwill, superior product quality as well as Hongri Acron’s

competitive advantages brought by its iconic image and leading-edge technology on sulfur-based compound fertiliser, its extensive distribution network and experienced technical team, the Group will seize the opportunity by further expediting the integration and expansion of the Group’s core business and enhancing interactions between products, markets and brands to achieve synergies for enabling the Group capturing new opportunities in agricultural modernization and broadening its revenue stream.

Mr. Chi Wen Fu, Chairman of the Group said, “It’s our honour to announce that “Le He He”, Century Sunshine’s flagship ecological compound fertiliser brand, and “Yanyangtian”, Hongri Acron’s popular brand, are both being selected as the “2016 Top 50 Brands of Farmers’ Most Trusted Fertilisers. This serves as a good proof for our consistent recognition from the industry as well as our customers, and gives us a strong boost on continuing our operation scale expansion and speeding up the growth of our fertiliser business. In the foreseeable future, we will continue adopting product differentiation strategies by proactively inventing more effective and high value-added products to meet with the market demand for consolidating our market leading position and providing better agricultural services to our vast customer base. ”



Century Sunshine’s two flagship brands “Le He He” and “Yanyangtian” both selected as the “2016 Top 50 Brands of Farmers’ Most Trusted Fertilisers”



Mr. Shum Sai Chit, the Executive Director and CEO of Century Sunshine was giving his speech on the "2016 Top 50 Brand of Farmers' Most Trusted Fertilisers" Award Ceremony

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About Century Sunshine Group Holdings Limited (Stock Code: 509.HK)

Century Sunshine and its subsidiaries engage in vertically integrated business activities including R&D, production, and distribution of magnesium alloys and ecological fertilisers. The Group was listed on the Main Board of the Hong Kong Stock Exchange on 1 August 2008 with stock code of 509.HK. In February 2015, the Group successfully acquired Group Sense (International) Limited (601.HK), currently holding approximately 51.88% shares.

For more information, please visit the Company's website:

<http://www.centurysunshine.com.hk>

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