

To: Business Editor

[For Immediate Release]



Hengdeli Chairman Zhang Yuping Increases Stakes by 3 Million Shares Casting Vote of Confidence in the Group's Future Development

[28 March 2012, Hong Kong] Hengdeli Holdings Limited ("Hengdeli" or the "Company" and, together with its subsidiaries, the "Group"; stock code: 3389), a world-leading retailer and distributor of internationally renowned brand watches, announced that Mr. Zhang Yuping, Chairman and Chief Executive Officer of the Company, has publicly acquired a total of 3,000,000 shares in the Company for two consecutive trading days on 23 and 26 March, at an average price of HK\$3.2 per share.

Mr. Zhang Yuping, Chairman and Chief Executive Officer of Hengdeli, said, "As the Chairman of the Group, I cast my vote of confidence in the future development of the Group by raising my shareholding. I will consider further increasing the stakes depending on market conditions. Looking ahead, we will adhere to the business development principle of maintaining its base in Mainland China while expanding in the Greater China regions such as Hong Kong. In addition, we will seek new factors of profit growth and strive to maintain and enhance our leading position in the world-famous brand watch retail industry, generating satisfactory returns for our shareholders and the community."

About Hengdeli Holdings Limited

Hengdeli Holdings Limited is the largest retailer of internationally renowned brand watches in the world. The Group's strategic shareholders include Swatch Group, the world's largest watch manufacturer and distributor, and LVMH Group, a global luxury giant.

The Group owns an extensive retail network that includes Elegant (for top-grade internationally renowned brand watches), Prime Time/Hengdeli (for middle-to-high-end renowned brand watches), With Time (for high-end fashion watches) and single-brand boutiques. As at 31 December 2011, Hengdeli had an extensive sales network of 405 retail outlets in Mainland China, Hong Kong, Taiwan and Macau, through which it distributes over 50 internationally renowned watch brands. Across its entire wholesale business, Hengdeli serves approximately 400 wholesale customers in nearly 100 major cities.

As an integral part of the retail business, the Group runs a top-rate customer service, which provides professional after-sale service to customers in Mainland China, Hong Kong and Taiwan. The Group's related production company also provides strong support for its principal business.

The Group maintains good relationships with numerous brand suppliers of internationally famous watches, including the SWATCH Group, the LVMH Group, the RICHMONT Group and the ROLEX Group. Hengdeli also distributes numerous internationally renowned watch brands, mostly on exclusive basis.

Hengdeli has been listed on the Main Board of the Stock Exchange of Hong Kong Limited since September 2005 under stock code 3389. The stock name is Hengdeli for short.

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