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AUTO ITALIA HOLDINGS LIMITED

意達利控股有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 720)

Unusual Price and Trading Volume Movements Rule 13.10 Enquiry

This announcement is made at the request of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

The board (the “**Board**”) of directors (the “**Directors**”) of Auto Italia Holdings Limited (the “**Company**”) has noted today’s increase in the price and trading volume of the shares of the Company. Having made such enquiry with respect to the Company as is reasonable in the circumstances, the Board confirms that it is not aware of any reasons for such increases.

Attention of shareholders and potential investors of the Company are drawn to (i) the expected completion of the proposed acquisition of certain shares in China Premium Lifestyle Enterprise, Inc. which was disclosed in the announcements of the Company dated 8 July 2014 and 15 July 2014, (ii) the proposed open offer which was disclosed in the announcement of the Company dated 25 July 2014 and (iii) the announcement of the Company dated 18 August 2014 in relation to the board meeting of the Company for approving the interim results of the Company and its subsidiaries for the six months ended 30 June 2014.

Save as disclosed above, it is not aware of any reasons for the movements in price and volume of the share of the Company or of any information which must be announced to avoid a false market in the Company’s securities or of any inside information that needs to be disclosed under Part XIVA of the Securities and Futures Ordinance.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by the order of the Company. The Board collectively and individually accepts responsibility for the accuracy of this announcement.

By order of the Board
**AUTO ITALIA HOLDINGS
LIMITED**
Chong Tin Lung Benny
*Executive Chairman and Chief
Executive Officer*

Hong Kong, 27 August 2014

As at the date of this announcement, the Board comprises Mr. Chong Tin Lung Benny (Executive Chairman and Chief Executive Officer), Mr. William Keith Jacobsen and Mr. Lam Chi Yan, all of whom are executive Directors; and Mr. Tan Boon Seng, Dr. Antonio Maria Santos and Mr. Kong To Yeung Frankie, all of whom are independent non-executive Directors.

** For identification purpose only*