



**Travel Expert (Asia) Enterprises Limited**  
**專業旅運（亞洲）企業有限公司**

**Travel Expert (Asia) Enterprises Limited announces the  
Framework Agreement relating to a Possible Acquisition**

(24 February 2014, Hong Kong) The Board of Directors of **Travel Expert (Asia) Enterprises Limited** (the “Company”) (HKEx stock code: 1235) is pleased to announce that on 24 February 2014, MICExpert Limited, an indirect wholly-owned subsidiary of the Company, entered into a non-legally binding framework agreement (“Framework Agreement”) with two independent third parties in relation to the Possible Acquisition of interests in the equity of a company of which the principal business is the operations of travel-related business in the People’s Republic of China (“PRC”) for the purposes of expanding into the PRC travel services market through the cooperation with China International Travel Service Shenzhen Co., Ltd. (“CITSZ”).

CITSZ has vast experience and significant networking establishments in tour operation in PRC over the years. CITSZ is a reputable PRC travel agency which has built up a sales network of more than 70 retail shops mainly in Southern China and accumulated over 50 years of experience in travel services industry. According to the Top 100 China Travel Agency Report for Year 2012 issued by China National Tourism Administration on 5 July 2013, CITSZ was ranked as the 20th Travel Agency in China. Coupled with the Group's established competitive advantage in Hong Kong for years of operations in free individual travel (FIT) arrangements, both parties intended to engage in selling inbound and outbound air tickets, hotel accommodation, FIT products and inbound and outbound tour business in PRC.

We believe that once the Framework Agreement has been materialized, the Group is able to expand its FIT business into the PRC travel services market through the Target Company by cooperating with CITSZ.

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### **About Travel Expert (Asia) Enterprises Limited**

Travel Expert (Asia) Enterprises Limited has been listed on the Main Board of The Stock Exchange of Hong Kong Limited (stock code: 1235) since 2011. Principal activities of the Group are provision of travel related products and services. The Group established in 1986 and has an extensive retail network of more than 60 shops in Hong Kong providing customers with one-stop travel solution and offering diversified travel products at easily accessible locations.

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