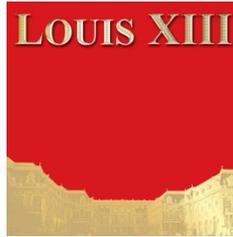


For Immediate Release



Louis XIII Holdings Ltd. Breaks Ground on Ultra-Luxury Destination on the Cotai Strip, and announces HRH Princesse Tania de Bourbon Parme will work with Stephen Hung, on the Creation of Macau's First Domestically Conceived and Developed Luxury Lifestyle Brand

Hong Kong & Macau, 25 April 2013 – Louis XIII Holdings Limited (“the Company” or “Louis XIII”; stock code 0577.HK) held an official ground breaking ceremony today for its ultra-luxurious destination on Macau’s Cotai Strip known as “Louis XIII”. At the same time, the Company announced that HRH Princesse Tania de Bourbon Parme, will act as Special Advisor to the Company’s Chairman Mr. Stephen Hung on the creation of what will be Macau’s first domestic luxury lifestyle brand.



Officiating guests at the ground breaking ceremony for the Louis XIII project included HRH Princesse Tania de Bourbon Parme, Chairman of ITC Properties Group Mr. Edwin Cheung, Director of Concord Industrial & Commercial Development Enterprise Mr. Fred Ma, Director of Linkeast Investments Limited Mr. Lawrence Ma; joined by the Company’s management team: Joint Chairmen Mr. Stephen Hung and Mr. Peter Coker, Deputy Chairman Mr. Tom Lau, Chief Executive Officer Mr. Walter Power and Director Mr. Francis Gouten.



The Louis XIII project will be Macau's first domestically conceived and developed luxury lifestyle brand, encompassing not only what will be an iconic hotel, with the world's largest and most extravagant hotel suite, but also a lifestyle experience including unsurpassed levels of quality and service, the first Michelin 3-star Parisian restaurant in Macau, and a collection of Ateliers of some of the world's most prestigious brands housed in one location. The project's objective will be to bring to the Macau tourism industry, the world's ultimate premium-service destination.



Special Guest of Honour, HRH Princesse Tania de Bourbon Parme, has been appointed as the Special Advisor to Chairman Mr. Stephen Hung. A direct descendant of King Louis XIII of France, HRH Princesse Tania has always had a love of art and design. Educated at the prestigious *Met de Penninghen* design school in Paris, HRH Princesse Tania has her own brand, *Princesse Tania de Bourbon Parme*, which reflects her passion for art history as well as graphic and interior design. The design concept for the Louis XIII project, as the name suggests, will take inspiration from the Renaissance/Baroque style during the reign of King Louis XIII, and HRH Princesse Tania will work closely with Mr. Stephen Hung to capture the elegant and regal references of that period.



Chairman Mr. Stephen Hung is passionate about creating a series of lifestyle firsts, and to celebrate the launch of this new luxury lifestyle destination and brand in Macau, he commissioned HRH Princesse Tania to collaborate with S.T. Dupont to create the *Louis XIII Fleur de Parme* lighter. The Louis XIII Fleur de Parme lighter is anticipated to be the most exclusive lighter in the world, and a fabulous piece of art.

Speaking at the ceremony, Mr. Stephen Hung said, “We are delighted to be here today in Macau, to break ground on this landmark project, offering customers the world’s ultimate premium-service destination, and taking the first steps in creating the first luxury lifestyle brand from Macau. We are thrilled and honoured to be able to develop the project on the Cotai Strip, and to create an experience from Macau that redefines global standards. I am also honoured to be joined today by my Special Advisor, HRH Princesse Tania de Bourbon Parme.



Chairman Mr. Peter Coker added, “Our aim is to create a truly one of a kind experience for our customers. Louis XIII will house the world’s first by-invitation-only Atelier, which will offer select customers the opportunity to purchase some of the finest, bespoke and rare pieces from the most prestigious international brands in the world. We have already announced Graff Diamonds as our first Atelier partner and will announce other partners in due course.”

HRH Princesse Tania said, "I am truly thrilled to have been invited by Stephen to act as his Special Advisor, given my family heritage and my passion for design. It is wonderful to see the tradition of my ancestors honoured in this way, by a project so far from France, in this dynamic city of Macau, which is taking its inspiration from the reign of King Louis XIII."



The project will span a total gross area of approximately 945,000 square feet, including around 236 guest suites. The guest suites will start with a gross area of approximately 2,000 square feet in a duplex configuration, including fifteen Villas each occupying approximately 5,000 square feet and a Royal Villa occupying approximately 20,000 square feet that will be the most extravagant hotel suite in the world.



An array of exquisite dining options will feature L'Ambroisie at Louis XIII, the sister restaurant of the Michelin 3-star establishment in Paris, a Beluga Caviar Bar and a Chinese fine dining restaurant.

The project is anticipated to be completed by the end of 2015.

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About Louis XIII Holdings Ltd.

Louis XIII Holdings Ltd. will develop a parcel of land situated on the Cotai Strip in Macau on which it proposes to build and manage an ultra-luxury destination called “Louis XIII”. This project will create Macau’s first domestically conceived and developed luxury lifestyle brand. The Louis XIII project will encompass not only an ultra-luxurious hotel, with the world’s largest, most extravagant and premium-quality hotel suite, but also a lifestyle experience including unsurpassed levels of quality and service, the first Michelin 3-Star Parisian restaurant in Macau, and a collection of Ateliers of some of the world’s most prestigious brands housed in one location. The project’s objective will be to bring to the Macau tourism industry, the world’s ultimate premium-service destination.

The Group is also engaged in engineering, construction and property services spanning Hong Kong, Mainland China, Macau and the international market, through its subsidiary, Paul Y. Engineering.

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