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SOUTH EAST GROUP LIMITED

(東南國際集團有限公司) *

(Incorporated in Bermuda with limited liability)

(Stock Code: 726)

**INSIDE INFORMATION IN RELATION TO THE
ENTERING INTO OF A PROJECT INVESTMENT AGREEMENT**

This announcement is made by South East Group Limited (the “**Company**”) pursuant to the Inside Information Provisions (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”)) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong) and Rule 13.09 of the Listing Rules.

The board of directors (the “**Board**”) of the Company is pleased to announce that on 31 August 2015, the Company entered into a project investment agreement (the “**Agreement**”) with the Government in Yongning District of Nanning City* (南寧市邕寧區人民政府) (the “**Government**”), pursuant to which the Company has agreed to acquire a parcel of land of 180 mu (the “**Land**”) through tender, auction or listing-for-sale from the relevant PRC authority (the “**Proposed Acquisition**”). It is expected that, following the Proposed Acquisition, the Company will develop on the Land, a project titled China Minsheng Drawin Green Construction Technology Park (Guangxi)* (廣西中民築友綠色建築科技園) (the “**Project**”) which involves the research and development, design, production and sales of intelligent and environmental friendly building construction technology and materials.

The Board believes that the Proposed Acquisition marks another expansion of the Company’s business into the Southern China market and is a crucial step to roll out its strategy in the upstream PRC property development sector. Following the construction of the production facilities and the installation of the production equipment in the Project, the Company expects its businesses in the production and sales of pre-cast units and materials will quickly emerge into the markets in Nanning and other nearby cities, which will broaden the revenue stream and enhance the market position of the Company.

As the consideration of the Land is uncertain and is subject to the procedures of tender, auction or listing-for-sale, the Company will comply with the reporting, announcement and/or Shareholders’ approval requirements under Chapter 14 of the Listing Rules as applicable as and when necessary.

* For identification purpose only

The Board would like to emphasize that the Land Transfer Contract in relation to the Proposed Acquisition of the Land has not been entered into by the Company with any party as at the date of this announcement and the Proposed Acquisition of the Land is subject to the tender, auction or listing-for-sale procedure in accordance with the relevant PRC laws and regulations and thus may or may not proceed, shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares or other securities of the Company.

By order of the Board of
South East Group Limited
Mi Hongjun
Chairman and Executive Director

Hong Kong, 31 August 2015

As at the date of this announcement, the Board comprises Mr. Mi Hongjun (Chairman), Mr. Yin Jun (Deputy Chairman), Mr. Yeung Chun Wai, Anthony (Deputy Chairman) and Mr. Chen Domingo as executive Directors; Ms. Fang Rong and Mr. Zhou Feng as non-executive Directors; Mr. Lee Chi Ming, Mr. Chan Chi Hung, Anthony and Mr. Jiang Hongqing as independent non-executive Directors.