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South Shore Holdings Limited

南岸集團有限公司

(Incorporated in Bermuda with limited liability)

(Stock code: 577)

VOLUNTARY ANNOUNCEMENT

Reference is made to the announcement of South Shore Holdings Limited (the “**Company**”) dated 29 January 2019 in relation to a potential investment in the Company’s subsidiary that beneficially owns THE 13 Hotel under a non-binding memorandum of understanding (the “**MOU**”), the announcements of the Company dated 4 April 2019, 3 May 2019, 31 May 2019, 6 June 2019, 14 June 2019, 21 June 2019, 28 June 2019, 5 July 2019, 12 July 2019, 19 July 2019, 26 July 2019 and 2 August 2019 in relation to, inter alia, the extension of the expiry date of the MOU.

The board of directors (the “**Board**”) of the Company wishes to update the shareholders that on 9 August 2019, the parties to the MOU agreed to extend the expiry date of the MOU from 9 August 2019 to 16 August 2019 (or such later date as agreed by the parties hereto) to accommodate the on-going negotiations between the parties.

No assurance is given that any formal agreement will be entered into, but the Company will provide relevant updates concerning this matter from time to time when appropriate. Shareholders and potential investors of the Company should exercise caution when dealing in or investing in the securities of the Company.

By Order of the Board of
South Shore Holdings Limited
Mui Ching Hung, Joanna
Company Secretary

Hong Kong, 9 August 2019

As at the date of this announcement, the directors of the Company are:

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| Mr Peter Lee Coker Jr. | : Chairman (Executive Director) |
| Mr Lau Tom Ko Yuen | : Deputy Chairman (Executive Director) |
| Mr Walter Craig Power | : Non-Executive Director |
| Ir James Chiu, <i>OBE, JP</i> | : Independent Non-Executive Director |
| Professor Lee Chack Fan, <i>GBS, SBS, JP</i> | : Independent Non-Executive Director |
| Mr Iain Ferguson Bruce | : Independent Non-Executive Director |
| Mr Francis Goutenmacher | : Independent Non-Executive Director |
| Mr Chan Kok Chung, Johnny | : Independent Non-Executive Director |