

[For immediate release]



Bloomage BioTechnology Corporation Limited

華熙生物科技有限公司**BLOOMAGE BIOTEC ANNOUNCES
PROPOSED MAIN BOARD LISTING DETAILS**

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**OFFERS 78,000,000 SHARES AT HK\$1.00 EACH
NET PROCEEDS OF ABOUT HK\$60,000,000****Investment Highlights**

- Manufacturer of hyaluronic acid ("HA") products with diverse applications in China
- HA is a natural hydration factor which is widely used in pharmaceutical, cosmetic and healthcare products, thus possesses huge growth potential
- The only HA manufacturer in China that has obtained the drug manufacturing permit for the production of HA to be used as pharmaceutical excipients
- Continues to improve production yield and expand product range by adopting advanced and comprehensive technologies
- 650-strong domestic and overseas customer base
- Leading technologies and reliable quality products

(Hong Kong, 18 September 2008) – Bloomage BioTechnology Corporation Limited ("Bloomage BioTec" or the "Group"), a hydrophilic acid (HA) manufacturer in China, today announced the details of its proposed listing on the Main Board of The Stock Exchange of Hong Kong Limited.

Bloomage BioTec has proposed to offer 78,000,000 shares at HK\$1.00 per share, of which 70,200,000 shares will be offered for placing and the remaining 7,800,000 shares will be offered for subscription by the Hong Kong public. The net proceeds from the Share Offer are estimated at approximately HK\$60,000,000 after deducting underwriting commission and other related expenses.

The proceeds will be used mainly for constructing new production lines for eye drop and injection grade HA products, as well as finished injection grade HA products under the medical device category, enhancing R&D capabilities, and promotion and expansion of the Group's distribution network. The balance will be used as general working capital.

The public offer will begin on 19 September 2008 (Friday) and close at noon on 24 September 2008 (Wednesday). The allotment result will be announced on 30 September 2008 (Tuesday). Trading of the shares of Bloomage BioTec will begin on 3 October 2008 (Friday) in board lots of 2,500 shares under the stock code of 00963.

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Hantec Capital Limited is the Sponsor of the listing and Oriental Patron Asia Limited is the Sole Bookrunner and Lead Manager.

The Group intends to declare cash dividend of not more than 25% of the profit attributable to shareholders for the year ending 31 December 2008.

Ms. Zhao Yan, Chairman and Executive Director of Bloomage BioTec, said, "Armed with its strong R&D capabilities and leading production technologies, the Group has provided customers with HA products of different grades to meet their different needs. We hope, through listing in Hong Kong, the Group will be able to access and leverage the international investment platform to enhance corporate governance, align with the international market and aid understanding of the Group and HA products in the international market. With fast aging population being a worldwide concern today, demands for pharmaceutical, cosmetic and healthcare products have been rising and accordingly the demand for HA products in the world. In China, demand for HA products is also on a rise driven by increasing spending on pharmaceutical, healthcare and cosmetic products by the more affluent Chinese citizens."

HA is a natural hydration factor typically found in the joints, vitreous humor in the eyes, skin, umbilical cord and rooster combs. Its strong hydrating effect has been clinically proven. HA product is widely used as raw materials in pharmaceutical, cosmetic and healthcare products. For pharmaceutical purpose, eye care lotion with HA can moisten the eyes and prevent eye fatigue. For cosmetic purpose, HA is a common ingredient in internationally renowned skincare products. It can be used non-surgically to combat aging skin, and while being more natural and healthier than botox, it can be directly injected, and hence set to become the new beauty procedure. Since HA can also be taken orally to compensate loss of natural HA from the body and prevent aging, it is gaining popularity in overseas market such as the US. Trading of cosmetic products in China had grown at a CAGR of approximately 14% between 1998 and 2006 and the sales of HA for pharmaceutical uses had increased at a CAGR of approximately 36.5% between 1998 and 2007. These figures clearly indicated the market's growing demand for HA.

Bloomage BioTec produces four different grades of HA of different specifications in China. The four grades are injection, eye drop, cosmetics and food. The Group is the only HA manufacturer in China that obtains the drug manufacturing permit for the production of HA to be used as pharmaceutical excipients. Moreover, on 10 September 2008, the Group obtained the food hygiene permit issued by the Ministry of Health of Shandong Province, to manufacture and sell HA for food. The Group has been active in developing new technology so as to maintain competitiveness, keep expanding its product offerings by adding new products, ensure competitive pricing of its customized products to satisfy the different needs of customers. The Group has an experienced R&D team that has won numerous accolades, including Second Class Award of National Science and Technology Achievement, State Torch Program Certificate, Second Class Award of Shandong Science and Technology Achievement, High and New Technology Enterprise Certificate, and High and New Technology Certificate, etc.

Employing an advanced “fermentation method” to produce HA, the Group has been able to mass produce at low costs while increasing production yield and the purity of HA. In 2007, it boasted an annual production capacity of 17.1 tonnes and an output of 16.3 tonnes. Its production yield has increased from 4.5 to 5.5 grams of HA per liter of fermentation liquid in 2003 to between 9 and 9.5 grams in 2007, up by nearly 100%.

Bloomage BioTec has a strong customer base and is able to effectively seize new opportunities in the market by introducing new products. It serves more than 650 domestic and international customers, with overseas market such as the US, Asia-Pacific region (Japan, Korea and Taiwan) and Europe, etc. making up approximately 40% of its turnover. Building on the close partnership with various international brands, the Group will continue to expand its business, increase its share in the China and overseas markets and gradually extend business coverage to new markets including Russia, India and South America, etc.

Product quality has always been an emphasis of Bloomage BioTec, as reflected in its strict and comprehensive quality control measures it has adopted throughout the entire manufacturing processes, from inspection of raw materials, work in progress and finished products; monitoring and inspection of the purity of production area, to monitoring of major production processes. The Group has obtained ISO 9001 (2000) certification in 2001 for its excellent quality control system. Although compliance with GMP guidelines is not mandatory in China for its current operation, the Group has taken the initiative to produce HA in accordance with GMP guidelines. Its injection grade and eye drop grade HA products are produced according to the quality requirements set out in the European Pharmacopoeia.

Ms. Zhao concluded, “Looking ahead, we will continue to strengthen our R&D capabilities and speed up the development of more advanced value-added HA products. By constructing new production lines for injection and eye drop grade HA products with higher profit margins, we will not only expand our product scope, but will also be able to tap high-end markets. After the new production lines begin to operate, we expect our production capacity to gradually increase to 30 tonnes or more. Furthermore, we will strengthen different sales and promotional channels, maintain good relationship with domestic and international well-known brand names and actively look for potential customers. Aspiring to gain international prominence, the Group will strive to become the top HA producer in China and the world.”

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About Bloomage BioTechnology Corporation Limited (stock code: 00963.HK)

Bloomage BioTec produces four different grades of hyaluronic acid (“HA”) products of different specifications in China, namely injection, eye drop, cosmetics and food grades. Being the only HA manufacturer in China that obtains the drug manufacturing permit for the production of HA to be used as pharmaceutical excipients, it has over 650 domestic and international customers. HA is a natural hydration factor widely used in pharmaceutical, cosmetic and healthcare products. Riding on its leading R&D capabilities, the Group continues to expand its product portfolio by launching new products, and to increase the yield rate for the production of reliable and high quality HA products.

Listing particulars

No. of Offer Share	78,000,000 shares
- Placing	- 70,200,000 shares (90%)
- Public Offer	- 7,800,000 shares (10%)
Offer price	HK\$1.00 per share
2007 P/E ratio	7 times

Use of proceeds

The net proceeds from the Share Offer after deducting related underwriting commission and related expenses, are estimated at approximately HK\$60,000,000. The Group intends to apply the net proceeds as follows:	
- Construct new production lines for the manufacture of eye drop and injection grade HA products	Approximately HK\$20,000,000
- Construct new production lines for the manufacture of finished injection grade HA products which would be used as medical device	Approximately HK\$15,000,000
- For promotion and expansion of distribution network	Approximately HK\$12,000,000
- Enhance R&D capabilities	Approximately HK\$8,000,000
- General working capital	Approximately HK\$5,000,000

Financial Highlight

	For the years ended 31 December			For the three months ended 31 March	
	2005	2006	2007*	2007 (Unaudited)	2008*
(RMB' 000)					
Turnover	87,327	84,585	91,081	18,561	29,555
Gross profit	74,594	71,408	72,459	15,256	23,563
Profit for the year/ period	56,991	43,650	40,611	8,522	11,118
Basic earnings per share (RMB)	0.18	0.14	0.13	0.03	0.04

* Starting from 1 July 2007, the Group's export value added tax refund rate decreased from 11% to 5%, which significantly increased the cost of sale of export sales.

FOR ENQUIRIES:**Strategic Financial Relations (China) Limited**

Ms. Serine Li	(852) 2864 4811	serine.li@sprg.com.hk
Ms. Katie Kung	(852) 2864 4830	katie.kung@sprg.com.hk
Ms. Janice Au	(852) 2864 4874	janice.au@sprg.com.hk
Ms. Cathy Zhang	(852) 2114 4963	cathy.zhang@sprg.com.hk