

**DINING CONCEPTS HOLDINGS LTD:
ONE MAY BE INCLINED TO ASK:
HOW COULD THIS COMPANY
EVER THINK OF GOING PUBLIC ?**

One would have to be completely nuts even to think of buying into one of the latest companies, seeking a listing on the secondary equity market of the Hongkong Special Administrative Region (HKSAR) of the People's Republic of China (PRC).

TARGET () is referring, specifically, to Dining Concepts Holdings Ltd () (Code: 8056, The **G**rowth Enterprise Market [the **GEM**] of The Stock Exchange of Hongkong Ltd.

To begin with, this Company's financials with regard to the 36-month, track-record period, ended March 31, 2016, is suggestive, strongly, of a company that is, already, on the slippery downward slope to oblivion – and the putrid financials are reinforced by definitive statements, made by Management, that are indicative of even more negative news to follow in the Current Financial Year.

And, if that is not enough, the Controlling Shareholder of this restaurant-owning Company had, on July 14, 2016, awarded himself a special bonus of \$HK6 million, equivalent to about 33 percent of the Net Profit Attributable to Shareholders in respect of the 2016 Financial Year.

Heavens to Betsy!

The Placing Prospectus of Dining Concepts Holdings Ltd

Dining Concepts Holdings is desirous of Placing 200 million, \$US0.01 Shares at the Indicative Placing Price Per Shares, ranging from a low of 40 (Hongkong) cents to a high of 60 (Hongkong) cents.

Of the total number of Shares to be Placed, 140.99 million are New Company Shares and 59.01 million Shares are those shares, belonging to the Controlling Shareholder, to wit: Mr Sandeep Sekhri () who makes the claim of being a Chinese national, irrespective of his Indian-sounding name.

Mr Sandeep Sekhri is deemed as the Selling Shareholder with regard to those 59.01 million Shares via Dining Concepts (International) Ltd, a company, domiciled in the **British Virgin Island (BVI)** and being wholly owned by him.

Dining Concepts (International) Ltd, in turn, is beneficially owned by Total Commitment Holdings Ltd, a company that is, also, wholly owned by Mr Sandeep Sekhri.

Total Commitment Holdings Ltd is, also, a company, domiciled in the BVI.

At the midpoint of the Indicative Placing Price Per Share, being 50 cents, Dining Concepts Holdings Ltd expects to Net about \$HK32.80 million while Dining Concepts (International) Ltd will walk away with about \$HK28.30 million, according to Page 283 of the Placing Prospectus, dated July 27, 2016.

Of the \$HK32.80 million that is expected to be forthcoming from the sales of the New Company Shares, it is intended to be utilised as follows:

1. Approximately, \$HK31.70 million, representing about 96.60 percent of the Net Proceeds, will be used to expand the Company's restaurant network in the HKSAR as well as to enhance brand recognition in the territory; and,
2. Approximately, \$HK1.10 million, representing about 3.40 percent of the Net Proceeds, to be used a General Working Capital.

The Business of Dining Concepts Holdings Ltd

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