

MEDIA RELEASE

2 April 2014

VICTOR GROUP HOLDINGS IPO OPENS

Victor Group Holdings today announced the opening of its \$5 million initial public offering, which will capitalise the company at approximately \$105 million.

The offer period runs from 31 March until 28 April and is expected to officially list on the Australian Securities Exchange on 9 May, 2014.

The Group owns and operates the "Victor" brand, which was originally established in 2003, was acquired by Victor Group in 2013. In that time more than 30,000 students have benefitted from Victor's training modules which have developed a reputation as one of China's leading local providers of training and management consulting expertise to China's burgeoning number of small and medium sized enterprises. The company's clientele primarily comprises top executives of large companies and private business owners.

Company Chairman, Wayne Reid OBE, said:

"I am pleased to declare our IPO officially open and I look forward to welcoming new shareholders on board. We have an exciting future ahead, and to be able to share that with staff, clients and the wider investment community is something we are very proud of.

"This is a key period in the history of the Victor Group as we establish a solid platform for the long term growth of the business. We have received strong interest in the offer from a range of investors who have been attracted by the strong growth in demand for high level executive business training in China. This growth has been underpinned by strong macro drivers including moves by the Chinese Government to encourage the expansion of the non-government sector and the continued robust growth of the Chinese economy."

Funds raised from the IPO will used to further promote the Company's brands, expand its distribution channels, provide general working capital and meet ASX listing expenses.

However, anyone wishing to apply for shares will need to complete the Application Form accompanying the Prospectus. Prospectus will be able to be downloaded from www.sinovictor.com or by calling the Lead Manager, BlueMount Capital, on 1300 707010 (within Australia). Investors should consider the company's prospectus and seek appropriate professional advice prior to making the decision to invest in Victor's securities.

Notes to editors**Key Offer Statistics**

Offer Price	\$0.20
Total number of shares available under the offer	25 million
Total proceeds from the offer	\$5 million
Market capitalisation at listing	\$105 million

Timetable

Offer opens	31 March, 2014
Offer closes	28 April, 2014
Trading expected to commence on the ASX	9 May, 2014

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