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(Incorporated in Bermuda with limited liability)
(Stock Code: 999)

CHANGE OF THE INTENTION OF THE USE OF INITIAL PUBLIC OFFERING PROCEEDS

The Board would like to inform the Company's shareholders regarding the change of intention of the use of proceeds from those specified in the prospectus in relation to the IPO to reserving more proceeds for expansion of retail network in the Greater China.

Reference is made to the prospectus of I.T Limited (the "Company") dated 22 February 2005 in relation to the Company's initial public offering (the "IPO"). The Board of Directors of the Company (the "Board") proposes to modify the usage of the IPO proceeds.

The proceeds from issue of new shares by the Company in March 2005, net of listing expenses, were approximately HK\$514.9 million. Up to 30 September 2007, the net proceeds have been fully utilised as stated in the prospectus except for the following unutilised balance:

- (a) approximately HK\$151.7 million for the expansion of retail network in Hong Kong; and
- (b) approximately HK\$54.4 million for the expansion of retail network in the Greater China.

All of the mentioned unutilised proceeds have been placed as short-term bank deposits in commercial banks in Hong Kong.

The Company has recently entered into an agreement with Glorious Sun Enterprises Limited ("Glorious Sun") and Glorious Sun Trading (HK) Limited to buy back the remaining 50% interest in G.S-i.t Limited (joint venture with Glorious Sun for the China markets including Macau and Taiwan but excluding Hong Kong) not owned by the Group. Completion is expected by the end of November 2007. Following completion, the Company will have full control of the strategy and development of the China markets. The Board believes that the expansion plan for China will be much accelerated. The Company will expand aggressively outside the existing core cities of Shanghai and Beijing to the growing affluent second tier cities like Nanjing, Hangzhou and Guangzhou. Points of sales will be added at department stores across China so as to improve efficiency and scale. The Company's target is to triple the retail footage in China over the next 3 years. Meanwhile, the Hong Kong market has long been providing stable revenue and cash flow to the Company and the shop opening schedule will be comparatively slower as

compared to the China markets. In view of the above, the Board considers that it is in the interests of the Company to modify the usage of the unutilised balance of the proceeds, and has resolved to realign, with immediate effect, the unutilised IPO proceeds of approximately HK\$206.1 million in the following manner:

- (i) approximately HK\$11.7 million for the expansion of retail network in Hong Kong; and
- (ii) approximately HK\$194.4 million for the expansion of retail network in the Greater China.

By order of the Board
I.T Limited
Lo Wing Yan, William
Vice Chairman and Managing Director

Hong Kong, 30 October 2007

As at the date of this announcement, the Board comprises Mr. SHAM Kar Wai, Dr. LO Wing Yan, William, J.P. and Mr. SHAM Kin Wai as Executive Directors and Mr. WONG Wai Ming, Mr. Francis GOUTENMACHER and Mr. WONG Tin Yau, Kelvin as Independent Non-executive Directors.