
THIS CIRCULAR IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION

If you are in any doubt as to any aspect of this circular or as to the action to be taken, you should consult your stockbroker or other registered dealer in securities, bank manager, solicitor, professional accountant or other professional adviser.

If you have sold or transferred all your shares in Asia Standard Hotel Group Limited, you should at once hand this circular with the accompanying form of election to the purchaser or to the bank, stockbroker or other agent through whom the sale was effected for transmission to the purchaser.

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ASIA STANDARD HOTEL GROUP LIMITED

(泛海酒店集團有限公司)*

(Incorporated in Bermuda with limited liability)

(Stock Code: 292)

**SCRIP DIVIDEND SCHEME
IN RELATION TO
THE FINAL DIVIDEND
FOR THE YEAR ENDED 31 MARCH 2007**

* *For identification purposes only*

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DEFINITIONS

In this circular, unless the content otherwise requires, the following expressions have the following meanings:

“2007 Final Dividend”	the final dividend for the year ended 31 March 2007 of HK0.26 cent per Share to be paid to the Shareholders whose names appear in the register of Shareholders as at the Record Date
“Board”	the board of Directors
“Bonus Issue of Warrants”	the bonus issue of warrants on the basis of one warrant for every five Shares held by the Shareholders at the close of business on the Record Date, as more particularly set out in the announcement of the Company dated 19 July 2007 and approved by the Shareholders on 31 August 2007
“Company”	Asia Standard Hotel Group Limited
“Directors”	the directors of the Company
“Final Scrip Dividend Shares”	new Shares to be allotted, issued and credited as fully paid Shares under the Scrip Dividend Scheme
“Hong Kong”	the Hong Kong Special Administrative Region of the People’s Republic of China
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange
“Macau”	the Macau Special Administrative Region of the People’s Republic of China
“Overseas Shareholders”	Shareholders whose registered addresses appearing on the register of Shareholders at the Record Date are outside Hong Kong
“Record Date”	31 August 2007
“Scrip Dividend Scheme”	the scheme proposed by the Directors on 18 July 2007 in relation to the 2007 Final Dividend to offer the Shareholders a scrip alternative to elect to receive such dividend wholly or partly by allotment of new Shares credited as fully paid Shares in lieu of cash
“Share(s)”	ordinary share(s) of HK\$0.02 each in the share capital of the Company
“Shareholder(s)”	holder(s) of the Shares

DEFINITIONS

“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“HK\$”	Hong Kong dollars, the lawful currency of Hong Kong
“%”	per cent.

LETTER FROM THE BOARD



ASIA STANDARD HOTEL GROUP LIMITED

(泛海酒店集團有限公司)*

(Incorporated in Bermuda with limited liability)

(Stock Code: 292)

Executive Directors:-

Mr. Poon Jing (*Chairman*)

Dr. Lim Yin Cheng

(Deputy Chairman and Chief Executive)

Mr. Fung Siu To, Clement

Mr. Poon Tin Sau, Robert

Mr. Woo Wei Chun, Joseph

Non-executive Director:-

Mr. Liang Shangli

Independent Non-executive Directors:-

Mr. Ip Chi Wai

Mr. Leung Wai Keung, Richard

Mr. Hung Yat Ming

Registered Office:-

Canon's Court

22 Victoria Street

Hamilton HM12

Bermuda

*Head office and principal place of
business in Hong Kong:-*

30th Floor

Asia Orient Tower

Town Place

33 Lockhart Road

Wanchai

Hong Kong

6 September 2007

To the Shareholders

Dear Sirs,

**SCRIP DIVIDEND SCHEME
IN RELATION TO
THE FINAL DIVIDEND
FOR THE YEAR ENDED 31 MARCH 2007**

1. INTRODUCTION

On 18 July 2007, the Board announced the final results of the Company and its subsidiaries for the year ended 31 March 2007 and recommended the 2007 Final Dividend. It was also announced that Shareholders might elect to receive the 2007 Final Dividend wholly or partly in Final Scrip Dividend Shares. Accordingly, the Shareholders may exercise their option to receive an allotment of Final Scrip Dividend Shares by way of capitalization of profits in lieu of cash dividend.

** For identification purposes only*

LETTER FROM THE BOARD

The purpose of this circular is to set out information of the Scrip Dividend Scheme, the procedures which apply in relation to the election of Final Scrip Dividend Shares and the actions which Shareholders should take in relation thereto.

2. PARTICULARS OF THE SCRIP DIVIDEND SCHEME

Under the Scrip Dividend Scheme, each Shareholder whose name appears on the register of Shareholders as at the Record Date has the following choices in respect of the 2007 Final Dividend:-

- (1) to receive a cash dividend of HK0.26 cent per Share; or
- (2) to be allotted Final Scrip Dividend Shares having an aggregate market value (as described below), save for adjustment for fractions, equal to the total amount of 2007 Final Dividend which such Shareholder would otherwise receive in cash; or
- (3) to receive the 2007 Final Dividend partly in cash and partly in Final Scrip Dividend Shares.

The Final Scrip Dividend Shares to be issued pursuant to the Scrip Dividend Scheme will rank *pari passu* in all respects with the existing Shares except that they will not be entitled to the 2007 Final Dividend and the Bonus Issue of Warrants. All cash dividends payable in respect of the 2007 Final Dividend will be paid out in Hong Kong dollars regardless of the place of residence of the Shareholders as at the Record Date.

3. BASIS OF ALLOTMENT OF THE FINAL SCRIP DIVIDEND SHARES

For the purposes of calculating the number of Final Scrip Dividend Shares to be allotted, the market value of the Final Scrip Dividend Shares has been fixed at HK\$0.114, being the average of the closing prices of one Share traded on the Stock Exchange for the three consecutive trading days up to and including the Record Date less a discount of 6%, rounding down to three decimal places. Accordingly, the number of Final Scrip Dividend Shares which the Shareholders will receive in respect of the existing Shares registered in their names as at the Record Date and for which elections to receive the Final Scrip Dividend Shares are lodged with the Hong Kong Branch Registrar and Transfer Office of the Company, Computershare Hong Kong Investor Services Limited, at the address and before the time set out in paragraph 5 will be calculated as follows:-

$$\begin{array}{r} \text{Number of Final} \\ \text{Scrip Dividend} \\ \text{Shares to be} \\ \text{received} \end{array} = \begin{array}{r} \text{Number of} \\ \text{existing Shares} \\ \text{held on the} \\ \text{Record Date for} \\ \text{which election is} \\ \text{made under the} \\ \text{Scrip Dividend} \\ \text{Scheme} \end{array} \times \frac{\text{HK0.26 cent (2007 Final Dividend per Share)}}{\text{HK\$0.114 (the average closing price per Share for} \\ \text{the three consecutive trading days up to and including} \\ \text{the Record Date less a discount of 6\%)}}$$

If all Shareholders elect to receive their 2007 Final Dividend in Final Scrip Dividend Shares, based on 12,508,806,156 Shares in issue as at the Record Date, not more than 285,288,561 Final Scrip

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Dividend Shares will be issued under the Scrip Dividend Scheme. The number of Final Scrip Dividend Shares to be issued to each Shareholder will be rounded down to the nearest whole number. Fractional entitlements to Final Scrip Dividend Shares will not be allotted but will be aggregated and sold for the benefit of the Company.

4. ADVANTAGES OF THE SCRIP DIVIDEND SCHEME

The Scrip Dividend Scheme will give the Shareholders the opportunity to increase their investment in the Company at market value without incurring brokerage fees, stamp duty and related dealing costs. The Scrip Dividend Scheme will also be to the advantage of the Company because, to the extent that the Shareholders do not elect to receive cash, in whole or in part, such cash as would otherwise have been paid to such Shareholders will be retained for use as working capital by the Company.

5. FORM OF ELECTION

If you do not elect to receive any of your 2007 Final Dividend in Final Scrip Dividend Shares, you do not need to take any action.

If you elect to receive Final Scrip Dividend Shares, or partly in cash and partly in Final Scrip Dividend Shares, you should use the enclosed form of election. If you complete the form of election but do not specify the number of Shares in respect of which you wish to receive Final Scrip Dividend Shares, or if you elect to receive Final Scrip Dividend Shares in respect of a greater number of Shares than your registered holding as at the Record Date, you will be deemed to have exercised your election to receive Final Scrip Dividend Shares in respect of all the Shares of which you were then registered as the holder.

The enclosed form of election should be completed in accordance with the instructions printed thereon, returned to and received by the Hong Kong Branch Registrar and Transfer Office of the Company, Computershare Hong Kong Investor Services Limited, Rooms 1806-1807, 18th Floor, Hopewell Centre, 183 Queen's Road East, Hong Kong, no later than 4:30 p.m. on 20 September 2007. No acknowledgment of receipt of the form of election will be issued.

No elections in respect of the 2007 Final Dividend may, after the relevant election forms are signed and returned to the Hong Kong Branch Registrar and Transfer Office of the Company, be in any way withdrawn, revoked, superseded or altered.

6. OVERSEAS SHAREHOLDERS

None of this circular, the form of election and the Final Scrip Dividend Shares will be registered or filed under the securities laws or equivalent legislation of any jurisdiction other than, if applicable, Hong Kong and Bermuda.

If you are resident outside Hong Kong, this circular and/or the form of election only constitute(s) an invitation to subscribe for Final Scrip Dividend Shares if such an invitation can be legally made

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to you without the Company having to meet any legal or registration requirements outside Hong Kong. Shareholders residing in a jurisdiction where it would be illegal for the Company to make such an invitation will be deemed to have received this circular and/or the form of election for information only.

As at the Record Date, there were 15 Overseas Shareholders residing in five jurisdictions, namely Canada, Japan, Malaysia, Singapore and Spain, who together held an aggregate of 82,100 Shares, representing approximately 0.00066% of the entire issue share capital of the Company. The aggregate amount of the 2007 Final Dividend to which these Overseas Shareholders are entitled is approximately HK\$213.5.

The Company has been advised by its legal advisers on the laws of Canada, Japan, Singapore and Spain that either there is no legal restriction or there are exemptions available to the Company under the applicable legislation of Canada, Japan, Singapore and Spain or requirement of any relevant regulatory body or stock exchange in these four jurisdictions with respect to the offer of the Final Scrip Dividend Shares to the Overseas Shareholders with registered addresses in these four jurisdictions as at the Record Date.

The Directors have also been advised by legal counsel in Malaysia that, without complying with local approval and/or registration requirements and/or other formalities under the laws of Malaysia, subject to the exception set out in the following paragraph, the Scrip Dividend Scheme may not be offered to Overseas Shareholders with registered addresses in Malaysia as at the Record Date (“**Excluded Shareholders**”). As it would not be cost-effective or expedient for the Company to comply with the approval and/or registration requirements and/or other formalities under the laws of Malaysia, the Directors have decided that, subject to the exception set out in the following paragraph, it would be expedient to exclude the Excluded Shareholders from the Scrip Dividend Scheme.

Therefore, the forms of election will not be sent to the Excluded Shareholders generally. However, the forms of election will be sent to those Excluded Shareholders who can prove to the satisfaction of the Company that such action would not result in a contravention of any applicable legal or regulatory requirements. Excluded Shareholders who wish to participate in the Scrip Dividend Scheme should notify the Company forthwith. In any event, the completed forms of election should be returned to and received by the Hong Kong Branch Registrar and Transfer Office of the Company, Computershare Hong Kong Investor Services Limited, at the address and before the time set out in paragraph 5. Excluded Shareholders, other than those participating in the Scrip Dividend Scheme in accordance with this paragraph, will receive their 2007 Final Dividend in cash in the usual way.

In addition, the Directors have been advised by legal counsel in Canada that while Overseas Shareholders with registered addresses in the province of Ontario, Canada may be lawfully offered the option to participate in the Scrip Dividend Scheme without registration and/or other formalities, under Multilateral Instrument 45-102 — Resale of Securities, unless certain conditions are satisfied, securities obtained by way of scrip dividend can only be traded under a prospectus or in accordance with exemptions from prospectus and registration requirements contained in the Securities Act (Ontario) R.S.O. 1990. While Overseas Shareholders with registered addresses in the province of

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Ontario, Canada will not be excluded from the Scrip Dividend Scheme, such Overseas Shareholders are advised to consult their own professional advisers whether it would be beneficial or expedient for them to participate in the Scrip Dividend Scheme. The Company is not aware that it has any Overseas Shareholders in Canada with registered addresses outside the province of Ontario.

For the avoidance of doubt, the Final Scrip Dividend Shares are not offered to the public (other than the Shareholders) and the forms of election are non-transferable.

Notwithstanding the legal advice taken by the Company, it is the responsibility of anyone wishing to participate in the Scrip Dividend Scheme to satisfy themselves as to full observance of the laws of any relevant territory, including obtaining any governmental or other consents which may be required. Overseas Shareholders who are in doubt as to their position should consult their own professional advisers.

7. STOCK EXCHANGE LISTING AND DEALINGS AND DESPATCH OF DIVIDEND WARRANTS AND/OR SHARE CERTIFICATES FOR FINAL SCRIP DIVIDEND SHARES

The Scrip Dividend Scheme is conditional upon the Listing Committee of the Stock Exchange granting the listing of, and permission to deal in, the Final Scrip Dividend Shares, and if required, the Bermuda Monetary Authority granting its permission to the issue and subsequent free transferability of the Final Scrip Dividend Shares.

Application has been made to the Stock Exchange for the granting of listing of, and permission to deal in, the Final Scrip Dividend Shares. The dividend warrants in relation to the 2007 Final Dividend and/or share certificates with respect to the Final Scrip Dividend Shares are expected to be despatched at the risk of those entitled thereto on or about 2 October 2007. On this basis, dealings in the Final Scrip Dividend Shares are expected to commence after the due despatch of the share certificates with respect to the Final Scrip Dividend Shares to the relevant Shareholders.

The Shares are only listed on the Stock Exchange. No part of the share capital of the Company is listed or dealt in on any other stock exchange and the Company is not currently seeking to list its Shares on any other stock exchange.

Dealings in Shares may be settled through the Central Clearing and Settlement System and you should seek the advice of your stockbroker or other professional adviser for details of these settlement arrangements and how such arrangements will affect your rights and interests.

8. RECOMMENDATION AND ADVICE

Whether or not it is to your advantage to receive cash or the Final Scrip Dividend Shares, in whole or in part, depends upon your own individual circumstances, and the decision in this regard and all effects resulting therefrom are the responsibility of each Shareholder. If you are in any doubt as to what to do, you should consult your professional advisers as to whether or not you are permitted

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to receive the 2007 Final Dividend in scrip form or if any governmental or other consent is required. Shareholders who are trustees are recommended to take professional advice as to whether the choice of the Final Scrip Dividend Shares is within their powers and as to its effects having regard to the terms of the relevant trust instrument.

9. DISCLOSURE OF INTEREST

Shareholders should note that an acquisition of Final Scrip Dividend Shares may give rise to notification requirements under the Securities and Futures Ordinance (Cap. 571). Shareholders who are in any doubt as to how these provisions may affect them are recommended to seek their own professional advice.

10. GENERAL INFORMATION

As at the date of this circular, the executive Directors are Mr. Poon Jing, Dr. Lim Yin Cheng, Mr. Fung Siu To, Clement, Mr. Poon Tin Sau, Robert and Mr. Woo Wei Chun, Joseph, the non-executive Director is Mr. Liang Shangli and the independent non-executive Directors are Mr. Ip Chi Wai, Mr. Leung Wai Keung, Richard and Mr. Hung Yat Ming.

Yours faithfully,
For and on behalf of
ASIA STANDARD HOTEL GROUP LIMITED
Lim Yin Cheng
Deputy Chairman