



Notice of a Change in the Percentage Level of a Substantial Shareholder's Interest *

* Asterisks denote mandatory information

Name of Announcer *	THE STYLE MERCHANTS LIMITED
Company Registration No.	N.A.
Announcement submitted on behalf of	THE STYLE MERCHANTS LIMITED
Announcement is submitted with respect to *	THE STYLE MERCHANTS LIMITED
Announcement is submitted by *	Michael Ng Lai Yick
Designation *	Executive Chairman
Date & Time of Broadcast	25-Aug-2011 18:34:28
Announcement No.	00127

>> Announcement Details

The details of the announcement start here ...

>> PART I [Please complete this part]

1. Date of notice to issuer *	25-08-2011
2. Name of <u>Substantial Shareholder</u> *	Pacific Finance Services Limited
3. Please tick one or more appropriate box(es): *	<input checked="" type="checkbox"/> Notice of a Change in the Percentage Level of a Substantial Shareholder's Interest or Cessation of Interest. [Please complete Part III and IV]

>> PART II

1. Date of change of [Select Option]	
2. Name of Registered Holder	
3. Circumstance(s) giving rise to the interest or change in interest	[Select Option]
# Please specify details	
4. Information relating to shares held in the name of the Registered Holder	
No. of [Select Option] held before the change	
As a percentage of issued share capital	%
No. of N.A. which are subject of this notice	
As a percentage of issued share capital	%
Amount of consideration (excluding brokerage and stamp duties) per share paid or received	
No. of N.A. held after the change	
As a percentage of issued share capital	%

>> PART III

1. Date of change of <u>Deemed Interest</u>	25-08-2011
2. The change in the percentage level	From 8.51 % To 6.75 %

3. Circumstance(s) giving rise to the interest or change in interest	# Others
# Please specify details	Disposals of shares at own discretion.
4. A statement of whether the change in the percentage level is the result of a transaction or a series of transactions:	The change in percentage level is the result of a transaction.

>> PART IV

1. Holdings of Substantial Shareholder , including direct and deemed interest :

	Direct	Deemed
No. of shares held before the change	0	75,064,839
As a percentage of issued share capital	0 %	8.51 %
No. of shares held after the change	0	59,571,839
As a percentage of issued share capital	0 %	6.75 %

Footnotes

Pacific Finance Services Limited has a beneficial interest in 59,571,839 shares held by Lim & Tan Securities Pte Ltd.

Attachments

Total size = 0
(2048K size limit recommended)

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