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SAMSON HOLDING LTD.

順誠控股有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 00531)

UPDATE ON CHANGE OF AUDITORS

Reference is made to the announcement of Samson Holding Ltd. (the “**Company**”) dated 21 June 2013 in relation to the change of auditors of the Company and its subsidiaries (the “**Group**”).

The board of directors (the “**Board**”) of the Company announces that the appointment of Messrs. Ernst & Young (“**E&Y**”) as auditor of the Group took effect from 24 June 2013 until the conclusion of the next annual general meeting of the Company.

The change of auditors from Messrs. Deloitte Touche Tohmatsu (“**Deloitte**”) to E&Y was decided by the Board, with the recommendation of the Audit Committee of the Company, following a detailed evaluation of several audit services proposals (which include Deloitte and E&Y) received by the Company in response to an invitation to tender from selected groups of international accounting firms.

In reaching the decision for the change of auditors, the Board and the Audit Committee have taken into account the efficiency of the audit services, the proposed scope of work covered and the fee quotation. The Board also considers that for good corporate governance practices, the change of auditors will help enhance the effectiveness of the internal control of the Group and keep the Group accountable to a high level of accounting scrutiny as Deloitte was appointed as auditor to the Group since the listing of the Company in 2005. The Board is of the view that the appointment of E&Y as auditor of the Group would be in the best interests of the Company and its shareholders as a whole.

For and on behalf of the Board
SAMSON HOLDING LTD.
Shan Huei KUO
Chairman

25 June 2013

As at the date of this announcement, Mr. Shan Huei KUO (Chairman), Ms. Yi-Mei LIU and Mr. Mohamad AMINOZZAKERI are the executive directors of the Company; Mr. Sheng Hsiung PAN and Mr. Yuang-Whang LIAO are the non-executive directors of the Company; and Mr. Ming-Jian KUO, Mr. Siu Ki LAU and Mr. Sui-Yu WU are the independent non-executive directors of the Company.

** For identification purposes only*