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JOYCE

JOYCE BOUTIQUE HOLDINGS LIMITED

(Incorporated in Bermuda with limited liability)

Stock Code: 647

Change of Company Secretary and Authorised Representative

The board of directors (the “**Board**”) of Joyce Boutique Holdings Limited (the “**Company**”) announces the following changes, which will all become effective on 3 September 2013:

- (1) Mr. CHAN, Wing Sang Wilson (“**Mr. Chan**”) has tendered his resignation as Company Secretary of the Company and will cease to act as an authorised representative (“**Authorised Representative**”) of the Company for accepting service of process and notices in Hong Kong on behalf of the Company under Part XI of the Companies Ordinance, Chapter 32 of the Laws of Hong Kong, and
- (2) Mr. HUNG, Hing On (“**Mr. Hung**”) has been appointed as Company Secretary and as an Authorised Representative of the Company.

Mr. Hung is a member of the Hong Kong Institute of Certified Public Accountants and Canadian Institute of Chartered Accountants. He is also a Chartered Financial Analyst of CFA Institute. Mr. Hung holds a Bachelor’s Degree in Commerce and has extensive experience in company secretarial practice, compliance, and investment.

The Board would like to take this opportunity to express its appreciation to Mr. Chan for his valuable contributions to the Company during his tenure of office and would also welcome Mr. Hung on his new appointment.

By Order of the Board
Wilson W. S. Chan
Company Secretary

Hong Kong, 2 September 2013

As at the date of this announcement, the Board of the Company comprises Mr. Stephen T. H. Ng, Ms. Doreen Y. F. Lee and Mr. Paul Y. C. Tsui, together with three INEDs, namely, Mr. Antonio Chan, Mr. Eric F. C. Li and Mr. Eric K. K. Lo.