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## LABIXIAOXIN SNACKS GROUP LIMITED

蠟筆小新休閒食品集團有限公司

*(Incorporated in Bermuda with limited liability)*

(Stock code: 1262)

### CHANGE OF CHIEF FINANCIAL OFFICER AND CHANGE OF COMPANY SECRETARY, AUTHORISED REPRESENTATIVE, PROCESS AGENT UNDER THE LISTING RULES AND THE AUTHORISED REPRESENTATIVE UNDER THE COMPANIES ORDINANCE

The Board hereby announces that, with effect from 1 November 2014:

- (1) Mr. Yap Yung has been appointed as the head of corporate finance of the Company and resigned as the Chief Financial Officer, Company Secretary, Authorised Representative, Process Agent and Authorised Representative under the Companies Ordinance; and
- (2) Mr. Chan Yee Lok has been appointed as the Chief Financial Officer, Company Secretary, Authorised Representative, Process Agent and Authorised Representative under the Companies Ordinance.

The board of directors (the “**Board**”) of Labixiaoxin Snacks Group Limited (the “**Company**”) is pleased to announce that Mr. Yap Yung (“**Mr. Yap**”) has been appointed as the head of corporate finance of the Company with effect from 1 November 2014. Upon the appointment of Mr. Yap as the head of corporate finance of the Company, Mr. Yap has resigned as the chief financial officer of the Company (the “**Chief Financial Officer**”), the company secretary of the Company (the “**Company Secretary**”), the authorised representative of the Company (the “**Authorised Representative**”) pursuant to Rule 3.05 of the Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”), the person authorised to accept service of process and notices on the Company’s behalf in Hong Kong as required under Rule 19.05(2) of the Listing Rules (the “**Process Agent**”) and the authorised representative of the Company pursuant to Part 16 of the Companies Ordinance, Chapter 622 of the Laws of Hong Kong (the “**Authorised Representative under the Companies Ordinance**”) with effect from 1 November 2014 as Mr. Yap would like to devote more time on this role as the head of corporate finance of the Company. Mr. Yap confirmed that there is no disagreement with the Board and that there are no matters relating to his resignations as Chief Financial Officer, Company Secretary, Authorised Representative, Process Agent and Authorised Representative under the Companies Ordinance that should be brought to the attention of the Stock Exchange and/or the shareholders of the Company.

The Board is pleased to further announce that, upon the resignations of Mr. Yap as Chief Financial Officer, Company Secretary, Authorised Representative, Process Agent and Authorised Representative under the Companies Ordinance, Mr. Chan Yee Lok (“**Mr. Chan**”) has been appointed as the Chief Financial Officer, the Company Secretary, the Authorised Representative, the Process Agent and the Authorised Representative under the Companies Ordinance with effect from 1 November 2014. Upon the above appointments, Mr. Chan will no longer assume the role as the vice president of finance of the Company.

The biological details of Mr. Chan Yee Lok are set out as follows:

**Mr. Chan Yee Lok** (陳貽烙), aged 40, a qualified accountant and member of both the Association of Chartered Certified Accountants and the Hong Kong Institute of Certified Public Accountants. Mr. Chan graduated from the City University of Hong Kong with a Bachelor’s Degree with honours in Accountancy in 1997. Prior to joining the Company in August 2014, Mr. Chan had worked in international accounting firms and companies listed on the Main Board of the Stock Exchange and possessed over 17 years of accounting, financing and auditing experience.

By order of the Board  
**Labixiaoxin Snacks Group Limited**  
**Zheng Yu Long**  
*Chairman*

Hong Kong, 31 October 2014

*As at the date of this announcement, the executive directors of the Company are Zheng Yu Long, Zheng Yu Shuang and Zheng Yu Huan; the non-executive director of the Company is Li Hung Kong; and the independent non-executive directors of the Company are Li Zhi Hai, Sun Kam Ching and Chung Yau Tong.*