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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 1 January 2015:

- (1) Mr. HUNG, Hing On (“**Mr. Hung**”) 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 16 of the Companies Ordinance, Chapter 622 of the Laws of Hong Kong; and
- (2) Mr. HUI, Chung Ying Kevin (“**Mr. Hui**”) has been appointed as the Company Secretary and as an Authorised Representative of the Company.

Mr. Hui has been a professional accountant since 1986. He is a fellow of the Association of Chartered Certified Accountants and an associate of the Hong Kong Institute of Certified Public Accountants. He joined Wheelock and Company Limited (“**Wheelock**”) group in 1986, and has been in continuous employment with the Wheelock Group and the group of companies of The Wharf (Holdings) Limited (“**Wharf**”) since then. He is at present the Group Financial Controller of the Wharf Group, the company secretary of Wharf and Harbour Centre Development Limited (“**HCDL**”) and a director of certain subsidiaries of Wharf and HCDL.

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

By Order of the Board
H. O. Hung
Company Secretary

Hong Kong, 24 December 2014

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