

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*

*This announcement is for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for the securities mentioned herein.*



**CHINA TRENDS HOLDINGS LIMITED**  
**中國趨勢控股有限公司**  
*(incorporated in the Cayman Islands with limited liability)*  
(Stock Code: 8171)

**COOPERATION FRAMEWORK AGREEMENT  
LAYING OF ONE MILLION MEDIA TERMINAL NETWORK AND  
SHOPPING TERMINAL NETWORK**

The Board is pleased to announce that on 29 February 2012 (after trading hours), Boss China (a subsidiary of the Company), Boss Cultural and Zhejiang Lianyijia entered into a cooperation framework agreement. Cooperation to build one million “energy-saving media terminal” in PRC regions within ten years, to create national media terminal network and shopping terminal network.

Date: 29 February 2012 (after trading hours)

**Parties:** Boss China (a subsidiary of the Company)  
Boss Cultural  
Zhejiang Lianyijia

**PRINCIPLE TERMS**

1. Boss Cultural is responsible for establishing “energy-saving media terminal” regional companies at county level and above regions in PRC (3,229 in total) by investing shares,

which will be the “energy-saving media terminal” marketing and service centers in different regions.

2. Authorized by Boss Cultural, Zhejiang Lianyijia is responsible for promoting and managing “energy-saving media terminal” regional companies at the county level and above regions in PRC, and provides support for the regional companies. Zhejiang Lianyijia will charge 10% income from the regional companies as the management fee. The investment required by regional companies, 51% will be bear by Boss Cultural, and the remaining 49% will be bear by the local investors invited by Zhejiang Lianyijia.
3. Boss China is responsible for using energy performance contracting (EPC) to provide not less than one million units of energy-saving electronic terminal (including two models: 22-inch wall-mounted LCD and 32-inch floor-type LCD) to regional companies. Regional companies do not need to purchase “energy-saving media terminal” and only need to pay for the energy costs saved by “energy-saving media terminal” to Boss China.
4. The tripartite “business plan” shall prevail the progress of the cooperation projects under the agreement.
5. Each of the signing parties would responsible for other costs and expenses (including legal costs) incurred by themselves due to the preparation, negotiation, signing and all related or incidental to the completion of cooperation.
6. This agreement shall take effect from the date of the parties signed, valid for a period of not less than 20 years.

## **REASONS FOR ENTERING INTO THE COOPERATION FRAMEWORK AGREEMENT**

With strong support from the PRC government to promote the implementation of the energy performance contracting (EPC) to facilitate the energy-saving service sector in the economy, coupled with the nationals of the earnest quality of life and fashion consumption, the Group hope that through the cooperation framework agreement will speed up the development of EPC business.

Zhejiang Lianyijia through the Internet technology, combine the concept of the internet of things, e-commerce, community service, focusing on the PRC valued population to provide a life convenience and high-end brand shopping services, provide personalized products,

conduction of the highest quality lifestyle and become the territory of the fashion consumption.

Boss Cultural has television programs production license, publications license and audio-video products license issued by the PRC government, committed to build a national terminal media network.

Boss China focus on energy performance contracting to promote the energy-saving applications for digital products.

The Group provides energy-saving terminal products and related solutions to customers by mean of energy performance contracting to realize its investment returns. Through this cooperation event, the tripartite will be their respective advantages, within ten years, to build one million “energy-saving media terminal” in PRC regions, to create a national media terminal network and shopping terminal network, to accelerate the progress of the Group’s EPC business. The Directors consider that the cooperation event is in the interests of the Company and the Shareholders as a whole.

## **GENERAL INFORMATION**

All the terms and conditions of the formal agreement are subject to further negotiations between the parties, or may not lead to the entering into of the formal agreement. According to the GEM Listing Rules, in the event that the transactions contemplated under the formal agreement materialize, the Company will make further announcement in relation to the details of the transactions contemplated under the Formal Agreement as and when required by the GEM Listing Rules. Shareholders and potential investors are advised to exercise caution when dealing in the Shares.

## **DEFINITIONS**

In this announcement, unless the context otherwise requires, the following expressions shall have the following meanings:

“Board”	the Board of Directors of the Company
“Boss China”	博思夢想（中國）有限公司(transliterated Boss (China) Systems Limited (formerly known as Protex (China) Systems Limited)), a subsidiary of the Company in PRC, focus on

energy performance contracting to promote the energy-saving applications for digital products.

“Boss Cultural”	博思夢想文化傳播有限公司 (transliterated Boss Dream Cultural Communication Company Limited (formerly known as Grand Business (Beijing) Educational and Cultural Development Company Limited), has television programs production license, publications license and audio-video products license issued by the PRC government
“Company”	China Trends Holdings Limited, a company incorporated in the Cayman Islands with limited liability and the issued Shares of which are listed on GEM of the Stock Exchange
“Directors”	the directors of the Company, including the independent non-executive directors
“GEM”	Growth Enterprise Market of the Stock Exchange
“GEM Listing Rules”	the Rules Governing the Listing of Securities on GEM
“Group”	the Company and its subsidiaries
“Hong Kong”	the Hong Kong Special Administrative Region of the PRC
“PRC”	the People’s Republic of China, for the purpose of this announcement, excluding Hong Kong, Macau Special Administrative Region of the People’s Republic of China and Taiwan
“Share (s)”	ordinary share(s) of HK\$0.01 each in the capital of the Company
“Shareholder(s)”	holder(s) of the Share(s) of the Company
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“Zhejiang Lianyijia”	浙江聯億家科技有限公司 (transliterated Zhejiang Lianyijia

Technology Limited), a limited company incorporated in Hangzhou. Mainly combine the emerging of the internet of things, e-commerce, community service, develops an integrated life service platform, community shopping terminal line, focusing on the target consumer to provide convenient services and high-end brand shopping

By Order of the Board  
**China Trends Holdings Limited**  
**Xiang Xin**  
*Chairman*

Hong Kong, 29 February 2012

*As at the date of this announcement, the executive Directors are Mr. Xiang Xin, Mr. Liang Xiaojin and Mr. Chen Banyan; and the independent non-executive Directors are Mr. Zhang Zhan Liang, Mr. Kwok Chi Hung and Ms. An Jing.*

*This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The directors of the Company, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.*

*This announcement will remain on GEM website on the “Latest Company Announcements” page for at least 7 days from the date of its posting and the Company website at [www.8171.com.hk](http://www.8171.com.hk).*