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品牌中国  
BRANDING CHINA

## **BRANDING CHINA GROUP LIMITED**

品牌中國集團有限公司

*(incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 8219)**

### **VOLUNTARY ANNOUNCEMENT RESIGNATION OF DEPUTY GENERAL MANAGER**

This announcement is made voluntarily by Branding China Group Limited (the “**Company**”).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company announces that Mr. Cai Shibin (蔡仕彬) (“**Mr. Cai**”) has tendered his resignation as deputy general manager of the Company and all other positions of its subsidiaries, all with effect from 30 September 2014 due to his intended pursuit of other business commitments.

Mr. Cai has confirmed that he has no disagreement with the Board, and there are no matters relating to his resignation that need to be brought to the attention of the shareholders of the Company.

The Company will appoint a new deputy general manager of the Company as and when it considers necessary.

The Board would like to take this opportunity to express its sincere gratitude to Mr. Cai for his valuable contribution to the Company during his term of office.

By Order of the Board  
**Branding China Group Limited**  
**Fang Bin**  
*Chairman*

Shanghai, the People’s Republic of China, 29 September 2014

*As at the date of this announcement, the executive Directors are Mr. Fang Bin, Ms. He Weiqi and Mr. Song Yijun; the non-executive Director is Mr. Fan Youyuan; and the independent non-executive Directors are Mr. Zhou Ruijin, Mr. Lin Zhiming and Ms. Hsu Wai Man, Helen.*

*This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the “Stock Exchange”) for the purpose of giving information with regard to the Company. The Directors, 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.*

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