

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.



Ajisen (China) Holdings Limited
味千(中國)控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 538)

**RESIGNATION OF EXECUTIVE DIRECTOR AND
CHIEF OPERATING OFFICER
APPOINTMENT OF NEW CHIEF OPERATING OFFICER**

The board of directors (the “Board”) of Ajisen (China) Holdings Limited (the “Company”, together with its subsidiaries, the “Group”) announces that Mr. Yin Yibing (“Mr. Yin”) has decided to resign from his office as executive director and chief operating officer of the Company with effect from 18 July 2013 due to personal and health reasons, after taking a three-month temporary leave of absence from his office as announced by the Company on 18 April 2013.

Mr. Yin has confirmed that he has no disagreement with the Board and that there is no matter relating to his resignation that needs to be brought to the attention of the shareholders of the Company or the Stock Exchange.

The Board wishes to extend its sincere gratitude to Mr. Yin for his support, devotion and tremendous contribution to the Group during his tenure of service.

Meanwhile, the Board is pleased to announce that Mr. Lau Si Sing (“Mr. Lau”) will join the Group as chief operating officer on 1 August 2013. Mr. Lau, aged 53, was graduated from California Institute of Technology. He has over 30 years of experience in the food & beverage (“F&B”) industry. He held operational and managerial positions in different F&B companies, including a renowned multinational chain of fast food restaurants where he served for over 20 years and in various countries, including the United States of America, the Philippines, China and Hong Kong.

The Board wishes to express its warm welcome to Mr. Lau's new appointment.

By order of the Board
Ajisen (China) Holdings Limited
Poon Wai
Executive Director

Hong Kong, 18 July 2013

As at the date of this announcement, the Board comprises Ms. Poon Wai, Mr. Yin Yibing and Mr. Poon Ka Man, Jason as Executive Directors; Mr. Katsuaki Shigemitsu and Mr. Wong Hin Sun, Eugene as Non-executive Directors; and Mr. Lo Peter, Mr. Jen Shek Voon and Mr. Wang Jincheng as Independent Non-executive Directors.