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LONG SUCCESS INTERNATIONAL (HOLDINGS) LIMITED

百齡國際（控股）有限公司*

(incorporated in Bermuda with limited liability)

(Stock Code: 8017)

CHANGE OF DIRECTORS AND CHAIRMAN

The Board announces the resignation of Mr. Wong as an executive Director, the Chairman and the authorized representative of the Company with effect from 17 April 2013.

The Board further announces the appointment of Mr. Kaneko Hiroshi (“Mr. Kaneko”) as an executive Director, the Chairman and the authorized representative of the Company with effect from 17 April 2013.

RESIGNATION OF DIRECTORS AND CHAIRMAN

The board (the “Board”) of directors (the “Directors”) of Long Success International (Holdings) Limited (the “Company”) announces that the resignation of Mr. Wong Kam Leong (“Mr. Wong”) as an executive Director, the chairman (the “Chairman”) of the Board and the authorized representative of the Company with effect from 17 April 2013, due to his other personal commitments.

Mr. Wong has confirmed that he has no disagreement with the Board and there is no matter in respect of his resignation that ought to be brought to the attention of the shareholders of the Company.

The Board would like to take this opportunity to thank Mr. Wong for his valuable contribution to the Company during his tenure of office.

APPOINTMENT OF DIRECTOR AND CHAIRMAN

The Board further announces, the appointment of Mr. Kaneko Hiroshi (“Mr. Kaneko”) as executive director, the Chairman and the authorized representative of the Company, with effect from 17 April 2013.

Mr. Kaneko, aged 48, holds a Master degree of Engineering from Dalian University of Technology, Doctor of Philosophy programs in Fudan University and doctoral degree of the apex science and technology from University of Tokyo. Mr. Kaneko has extensive research experience in the field of environment, development and economic science. He has been engaged in comprehensive utilization of environmental friendly materials and international trade for number of years.

Mr. Kaneko is an independent non-executive director of Bao Yuan Holdings Limited (a listed company in Hong Kong). Save as disclosed above, Mr. Kaneko has not held any directorships in any other publicly listed companies in Hong Kong or overseas, during the last three years preceding the date of this announcement. Mr. Kaneko does not hold any other positions with the Company or its subsidiaries as at the date of this announcement.

As at the date hereof, Mr. Kaneko has personal interests in 80,000,000 ordinary shares of the Company, in aggregate representing approximately 10.18% of the issued share capital of the Company, within the meaning of Part XV of the SFO. Save as disclosed above, Mr. Kaneko does not have any relationships with any directors, senior management, substantial or controlling shareholders of the Company.

There is no service contract between Mr. Kaneko and the Company. Mr. Kaneko has not been appointed for any fixed term but will be subject to retirement by rotation and re-election at the next general meeting of the Company in accordance with the Company's bye-laws. Currently, Mr. Kaneko's emolument for acting as an executive director, Chairman of the Board and authorized representative of the Company has not been determined yet. Should there be any contract made between Mr. Kaneko and the Company in relation to his emolument in the future, further disclosure will be made accordingly.

Save as disclosed above, Mr. Kaneko and the Board are not aware of any information that ought to be disclosed pursuant to the requirements under Rules 17.50(2)(h) to (v) of the GEM Listing Rules, nor is there any other matters that ought to be brought to the attention of the shareholders of the Company.

The Board would like to express its warmest welcome to Mr. Kaneko on his appointment.

By Order of the Board
Long Success International (Holdings) Limited
Siu Chi Keung
Director

Hong Kong, 17 April 2013

As at the date of this announcement, the Board comprises three executive Directors, namely Mr. Kaneko Hiroshi, Mr. Siu Chi Keung and Mr. Lu Shiyou; and three independent non-executive Directors, namely Mr. Ho Lok Cheong, Mr. Tam Yuk Sang, Sammy and Mr. Ng Chi Yeung, Simon.

This announcement, for which the Directors 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, 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 at www.hkgem.com on the "Latest Company Announcements" page of the GEM website for at least 7 days from the date of its posting and on the Company website at www.long-success.com.

* For identification purpose only