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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)

APPOINTMENT OF EXECUTIVE DIRECTORS

The Board hereby announces that Mr. Tsui and Mr. Shing have been appointed as executive Directors and member of executive committees of the Company with effect from 1 April 2015.

The board (the “**Board**”) of directors (the “**Directors**”) of China Trends Holdings Limited (the “**Company**”) announces that Mr. Tsui Yiu Ming (“**Mr. Tsui**”) and Mr. Shing Pan Yu (“**Mr. Shing**”) have been appointed as an executive Directors and member of executive committees of the Company with effect from 1 April 2015.

MR. TSUI

Mr. Tsui Yiu Ming ("Mr. Tsui"), 61 years old, is the founder and the president of Hong Kong Television Association, was awarded the 2013 World Outstanding Chinese. Mr. Tsui holds a Master degree from Jinan University, an honorary doctorate from Northern University. Mr. Tsui has extensive experience in operations management, and has served as vice president of Asia Television Limited, chief executive of the Emperor Motion Pictures Group, executive director of the Hong Kong cable television, executive director of Hong Kong's Cable Entertainment Limited, chief operating officer of cable and satellite TV, president of Sundream Motion Pictures. His film and television work has won several awards.

Mr. Tsui has not entered into a service contract with the Company. Mr. Tsui is entitled to a fixed

remuneration of director's fee in the amount of HK\$60,000 per annum as determined and based on duties and responsibilities for acting as an executive Director. Mr. Tsui is not appointed for a specific term and will retire from office at the forthcoming annual general meeting, at which time Mr. Tsui will be eligible for re-election pursuant to the articles of association of the Company.

As at the date of this announcement, Mr. Tsui does not have any interest in the securities of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong). Save as disclosed above, Mr. Tsui has not held any position with the Company or any of its subsidiaries and has not been a director in any other listed company in the past three years. Mr. Tsui is not connected with any directors, senior management, management shareholders, substantial shareholders or controlling shareholders of the Company.

Save as disclosed above, Mr. Tsui and the Company are not aware of any matters that need to be brought to the attention of the shareholders of the Company and there is no information relating to Mr. Tsui that is required to be disclosed pursuant to Rule 17.50(2)(h) to (v) of the Rules Governing the Listing of Securities on the Growth Enterprise Market of the Stock Exchange (the "GEM Listing Rules").

MR. SHING

Mr. Shing, aged 38, is CPPCC member of Jiangsu Province and Changzhou city, executive director of Jiangsu Province Overseas Friendship Association, standing committee member of Jiangsu Province United Youth Association, the director of China Television Artists Association, vice president of the Hong Kong Jiangsu United Youth Association, vice president of Hong Kong's Cultural and Educational Exchanges Association. He has served as deputy general manager of sales and marketing of Cheong Hing Store Limited, the director of Liu Yuan Pavilion which is a famous restaurant in Hong Kong and Shenzhen, the director of HOYOYO and JAPANBID, and has served as executive director of Asia Television Limited. Mr. Shing built up So Great Digital Entertainment Technology Company Limited which is a game development and oversea operating company. Mr. Shing has extensive management experience in media and network technology and e-commerce operations.

Mr. Shing has not entered into a service contract with the Company. Mr. Shing is entitled to a fixed remuneration of director's fee in the amount of HK\$60,000 per annum as determined and based on duties and responsibilities for acting as an executive Director. Mr. Shing is not appointed for a specific term and will retire from office at the forthcoming annual general meeting, at which time Mr. Shing will be eligible for re-election pursuant to the articles of association of the Company.

As at the date of this announcement, Mr. Shing does not have any interest in the securities of the

Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong). Save as disclosed above, Mr. Shing has not held any position with the Company or any of its subsidiaries and has not been a director in any other listed company in the past three years. Mr. Shing is not connected with any directors, senior management, management shareholders, substantial shareholders or controlling shareholders of the Company.

Save as disclosed above, Mr. Shing and the Company are not aware of any matters that need to be brought to the attention of the shareholders of the Company and there is no information relating to Mr. Shing that is required to be disclosed pursuant to Rule 17.50(2)(h) to (v) of the Rules Governing the Listing of Securities on the Growth Enterprise Market of the Stock Exchange (the “GEM Listing Rules”).

The Board takes this opportunity to extend its warmest welcome to Mr. Tsui and Mr. Shing join the Company.

By Order of the Board
China Trends Holdings Limited
Xiang Xin
Chairman and Chief Executive Officer

Hong Kong, 31 March 2015

As at the date of this announcement, the executive Directors are Mr. Xiang Xin, Mr. Liang Xiaojin and Ms. Zhong Keying; the non-executive Director is Mr. Sun Kuan Chi; the independent non-executive Directors are Mr. Zhang Zhan Liang, Ms. An Jing and Mr. Chen Yicheng. Ms. Kung Ching is an alternate director to Mr. Xiang Xin and Mr. Chen Banyan is an alternate director to Mr. Liang Xiaojin.

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.