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(Incorporated in the Cayman Islands with limited liability) (stock code: 1027)

## UNUSUAL SHARE PRICE AND TRADING VOLUME MOVEMENTS AND RESUMPTION OF TRADING

This announcement is made at the request of The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**")

The board of directors (the "**Board**") of Jicheng Umbrella Holdings Limited (the "**Company**") has noted the recent increases in the price and trading volume of the shares of the Company. Having made such enquiry with respect to the Company as is reasonable in the circumstances, except the Board has conducted a preliminary discussion with an independent third party in relation to a possible business cooperation (the "**Possible Cooperation**") to distribute consumer products, the Board confirms that it is not aware of any reasons for these price and trading volume movements or of any information which must be announced to avoid a false market in the Company's securities or of any inside information that needs to be disclosed under Part XIVA of the Securities and Futures Ordinance.

At the date of this announcement, neither concrete terms have been reached nor agreement has been entered into in connection with the Possible Cooperation.

The Board wishes to emphasize that the Possible Cooperation may or may not proceed. Shareholders and prospective investors of the Company are reminded to exercise caution when dealing in the shares of the Company. Trading in the shares of the Company was halted at the request of the Company with effect from 10:54 a.m. on 21 April 2015 pending the release of this announcement. An application has been made by the Company to the Stock Exchange for the resumption of trading in the shares of the Company with effect from 9:00 a.m. on 22 April 2015.

By order of the Board of Jicheng Umbrella Holdings Limited Huang Wenji Chairman

Hong Kong, 21 April 2015

As at the date of this announcement, the executive Directors are Huang Wenji, Chen Jieyou, Yang Guang, Lin Zhenshuang and Chung Kin Hung, Kenneth; and the independent non-executive Directors are Tse Ka Wing, Yang Xuetai and Yau Lai Ying.