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COOLPAD GROUP LIMITED

酷派集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2369)

(1) RESIGNATION OF EXECUTIVE DIRECTOR AND CHIEF EXECUTIVE OFFICER

AND

(2) CHANGE OF CHAIRMAN OF THE BOARD AND CHAIRMAN OF THE NOMINATION COMMITTEE OF THE COMPANY

RESIGNATION OF EXECUTIVE DIRECTOR AND CHIEF EXECUTIVE OFFICER

The board (the “**Board**”) of directors (each a “**Director**”) of Coolpad Group Limited (the “**Company**”) announces that, with effect from 5 August 2016, Mr. Guo Deying has resigned as an executive Director, the chairman of the Board (the “**Chairman**”), the chairman of the nomination committee of the Company (the “**Nomination Committee**”) and the chief executive officer of the Company (the “**CEO**”) due to his health condition.

Mr. Guo Deying has confirmed that he has no disagreement with the Board and there are no matters in relation to his resignation which should be brought to the attention of the shareholders of the Company (the “**Shareholders**”). The Board is also not aware of any such matters in relation to the resignation of Mr. Guo Deying that need to be brought to the attention of the Shareholders.

The Board accepted the resignation of Mr. Guo Deying from the position of executive Director, Chairman, the chairman of the Nomination Committee and the CEO, and would like to take this opportunity to thank Mr. Guo Deying for his valuable contributions to the Company during his tenure of office.

In light of Mr. Guo Deying’s outstanding contributions to the Company since its founding and his influence on the industry, the Board decided to appoint Mr. Guo Deying as the Company’s Honorary Chairman.

CHANGE OF CHAIRMAN OF THE BOARD AND CHAIRMAN OF THE NOMINATION COMMITTEE OF THE COMPANY

Following Mr. Guo Deying’s resignation, Mr. Jia Yueting (“**Mr. Jia**”), an executive Director, has been appointed as the Chairman and chairman of the Nomination Committee.

The biographical details of Mr. Jia are as follows:

Mr. Jia Yueting, aged 43, is an executive Director. Mr. Jia obtained his MBA degree from Shanxi University in September 2001. From September 1995 to July 1996, Mr. Jia worked as a network administrator at Yuanqu County Local Taxation Bureau in Shanxi Province. From 1996 to 2002, he worked as the general manager of Shanxi Yuanqu Zhuoyue Industry Co., Ltd. Mr. Jia founded Shanxi XBELL Communication Technology Co., Ltd. in 2002. He is the founding chairman of Beijing XBELL Communication Technology Co., Ltd., a company established in 2003 and listed on the Mainboard of the Singapore Exchange Limited in 2007 (stock code: D3W). In 2004, he founded Leshi Internet Information & Technology Corp. Beijing (“**LETV**”), a company listed on the Shenzhen Stock Exchange (stock code: 300104), which is the first movie and drama website in China and the leading provider of mobile TV and internet TV services in China, and the first listed video website in China. Mr. Jia is the chairman and general manager of LETV.

Mr. Jia was appointed as the executive Director on 17 August 2015. Mr. Jia has entered into a service contract with the Company for a fixed term of 3 years commencing on 17 August 2015. Mr. Jia Yueting is entitled to a fixed annual salary in the amount of RMB1,000,000, which is determined with reference to the experience of Mr. Jia and the market rate of executive directorship in companies of comparable scale in the same sector.

As at the date of this announcement, Mr. Jia is deemed to be interested in 1,448,804,386 shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “**SFO**”).

Save as disclosed above, as at the date of this announcement, Mr. Jia (i) has not held any directorships in other publicly listed companies in the last three year; (ii) does not have any other relationship with any Directors, senior management, substantial or controlling shareholders of the Company; and (iii) does not have any other interests in shares of the Company within the meaning of Part XV of the SFO.

Save as disclosed above, the Board is not aware of any other matter in relation to appointment of Mr. Jia that needs to be brought to the attention of the Shareholders and does not have any information which is required to be disclosed under Rules 13.51(2)(h) to (v) of the Listing Rules.

The Board would like to take this opportunity to welcome Mr. Jia to be appointed as the Chairman and the chairman of the Nomination Committee.

By order of the Board
Coolpad Group Limited
Jiang Chao
Vice Chairman

Hong Kong, 5 August 2016

As at the date of this announcement, the executive Directors are Mr. Jia Yueting, Mr. Jiang Chao, Mr. Liu Hong and Mr. Li Bin, and the independent non-executive Directors are Dr. Huang Dazhan, Mr. Xie Weixin and Mr. Chan King Chung.