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# **LAUNCH**

## **深圳市元征科技股份有限公司 LAUNCH TECH COMPANY LIMITED\***

*(a joint stock limited company incorporated in the People's Republic of China with limited liability)  
(Stock Code: 2488)*

### **VOLUNTARY ANNOUNCEMENT LAUNCHING OF NEW PRODUCT golo TECHNICIANS BOX AND NEW APPLICATION**

The board of directors (the “Board”) of Launch Tech Company Limited (the “Company”) and its subsidiaries (collectively the “Group”) is pleased to announce that, the Company will launch its new product golo Technicians Box (“golo 技師盒子”) and new application (“APP”) on 22 August 2014.

#### **golo Owners Box (golo 車主盒子)**

With the increasing demand for quality lifestyle with car, auto-owners are interested in knowing more about new car features, and also wish to communicate and interact with others and keep abreast of the latest news while driving. The Group launched the golo Owners Box in the early 2014 to meet the needs of auto-owners.

#### **Launching of golo Technicians Box**

golo Technicians Box is a key product for the communication between auto-owners and auto maintenance technicians. Auto-owners can let the technicians know about the fault conditions in real time via the golo Technicians Platform and obtain efficient support and direct solutions. Auto-owners can also receive more information about car maintenance through the golo Technicians Platform in non-emergency situations, whereby auto-owners can reach the technicians in a quick manner while the technicians can realise the vehicle’s condition through remote access and provide appropriate maintenance recommendations, so as to achieve a win-win situation.

The Group will launch the golo Technicians Box on 22 August 2014 nationwide. In the first stage, we will give 10,000 golo Technicians Boxes to the technicians who worked closely with us to let them experience a new era of interaction with auto-owners. At the same time, the Group has invited certain technicians, investors and partners, who continuously show a great interest in this latest mobile technology product in the new era for improving quality of life, to share opinions on this product.

## **The diagnostic technique of Launch**

Since its foundation, the Group has been devoting to the research, development and production of automotive diagnostic device for 22 years, supporting and struggling together with maintenance technicians in this industry. The Board considers that it is unable to make an accurate estimate of the sales contribution from our new product at present. However, we believe this new product will bring vitality to the auto maintenance industry by providing immediate and efficient support to auto-owners through the rapidly established maintenance technicians platform, which will attract more auto-owners to use this product. Further announcement will be made when we launch other major new product in the future.

By order of the Board  
**Launch Tech Company Limited\***  
**Liu Xin**  
*Chairman*

Shenzhen, the PRC, 13 August 2014

*\* for identification purpose only*

*As at the date of this announcement, the board of directors of the Company comprises Mr. Liu Xin (Chairman), Mr. Liu Jun, Ms. Huang Zhao Huan and Mr. Jiang Shiwen as executive Directors, Ms. Liu Yong as non-executive Director, and Mr. Liu Yuan, Ms. Zhang Yan and Dr. Zou Shulin as independent non-executive Directors.*