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Crown International Corporation Limited

皇冠環球集團有限公司

(Incorporated in Hong Kong with limited liability)

(Stock code: 727)

RE-DESIGNATION OF DIRECTOR; APPOINTMENT OF MEMBER OF EXECUTIVE COMMITTEE AND REMUNERATION, QUALITY AND NOMINATION COMMITTEE; AND APPOINTMENT OF CHINA PRESIDENT

RE-DESIGNATION OF DIRECTOR, APPOINTMENT OF MEMBER OF EXECUTIVE COMMITTEE AND REMUNERATION, QUALITY AND NOMINATION COMMITTEE, AND APPOINTMENT OF CHINA PRESIDENT

The board of directors (the “**Board**”) of Crown International Corporation Limited (the “**Company**”) announces that Mr. MENG Jin Long (“**Mr. Meng**”), a current Non-executive Director was re-designated as an Executive Director of the Company with effect from 19 September 2014.

Mr. Meng was appointed as a member of each of the Executive Committee and Remuneration, Quality and Nomination Committee of the Company with effect from 19 September 2014.

Mr. Meng was also appointed as the China President with effect from 19 September 2014.

Mr. Meng, aged 31, was appointed as an Non-executive Director on 27 May 2014. He joined the Crown Group in 2012 and is currently the director of Crown Group. He obtained his Bachelor Degree of Business Administration from Jing Qiao University in China. Before joining the Crown Group, Mr. Meng was a sales director at a real estate investment company in Beijing. He assisted in land and property development, shopping mall leasing and management and managed selling and leasing several real estate projects.

Mr. Meng has entered into a service agreement with the Company for a term of three years commencing on 27 May 2014. Mr. Meng will be entitled to receive a director’s fee of HK\$300,000 per annum. The emoluments of Mr. Meng have been approved by the Board, and are subject to annual review by the Remuneration, Quality and Nomination Committee, with reference to prevailing market conditions and to his duties and responsibilities at the

Company. His term of office is subject to retirement by rotation and re-election in accordance with the Articles of Association of the Company and Code on Corporate Governance Practices of the Listing Rules.

Save as disclosed above, (i) Mr. Meng has not held any directorships in any other listed public companies in the last three years immediately prior to the date of this announcement; (ii) he does not have any relationships with any Directors, senior management, substantial shareholders or controlling shareholders as defined in The Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”); (iii) Mr. Meng does not have any interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance; and (iv) there is no other information relating to the appointment of Mr. Meng that needs to be brought to the attention of the shareholders of the Company nor any information that needs to be disclosed pursuant to requirements of Rules 13.51(2)(h) to (v) of the Listing Rules.

By order of the Board
Crown International Corporation Limited
LIAO Pin Tsung
Chairman

Hong Kong, 19 September 2014

As at the date of this announcement, the Board comprises:

Executive Directors:

Mr. LIAO Pin Tsung (Chairman and Group Chief Executive Officer) and Mr. MENG Jin Long

Non-executive Director:

Mr. LIU Hong Shen (Vice Chairman)

Independent Non-executive Directors:

Mr. LONG Tao, Mr. REN Guo Hua and Mr. CHEN Fang