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BAOFENG MODERN INTERNATIONAL HOLDINGS COMPANY LIMITED
寶峰時尚國際控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 1121)

RESIGNATION AND APPOINTMENT OF NON-EXECUTIVE DIRECTOR

The Board announces that (i) Mr. Cheung has resigned from his office as non-executive Director; and (ii) Mr. Chan has been appointed as non-executive Director with effect from 21 November 2014.

The Board wishes to express its appreciation for Mr. Cheung's contributions during his tenure of office and warmest welcome to Mr. Chan for joining the Board.

RESIGNATION OF NON-EXECUTIVE DIRECTOR

The board (the “**Board**”) of directors (“**Directors**”) of Baofeng Modern International Holdings Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) announces that Mr. Cheung Miu (“**Mr. Cheung**”) has resigned as non-executive Director with effect from 21 November 2014 due to his other business engagements requiring more of his time and dedication.

Mr. Cheung has confirmed that he has no disagreements with the Board and there is no matter that needs to be brought to the attention of the shareholders of the Company (the “**Shareholders**”) or The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

The Board wishes to express its appreciation for Mr. Cheung's contributions during his tenure of office.

APPOINTMENT OF NON-EXECUTIVE DIRECTOR

The Board further announces that Mr. Chan Chak Chak, Daniel (“**Mr. Chan**”) has been appointed as non-executive Director with effect from 21 November 2014. Details of Mr. Chan are set out below.

BIOGRAPHY OF MR. CHAN

Mr. Chan, aged 41, obtained a Bachelor of International Accounting from 廈門大學 (the University of Xiamen[#]) in 1996. Mr. Chan has extensive years of experience in various industries, among others, manufacturing of electronic communications devices, manufacturing of metallic products, hotels food and beverage, advertisement, real estate, construction materials, and corporate investment. Mr. Chan had been appointed as the chairman of the board of directors of 金鷹公司 (Jinying Company[#]) since 2004 and Jinying Company Limited is principally engaged in the business of manufacturing and product development of electronic communications devices.

Mr. Chan has entered into a service agreement with the Company for a term of two years commencing from 21 November 2014 subject to the re-election of the forthcoming general meeting of the Company. Pursuant to the service agreement between Mr. Chan and the Company, Mr. Chan is entitled to receive a monthly remuneration of HK\$10,000 payable quarterly. He will be subject to the retirement by rotation and re-election in accordance with the articles of association of the Company (the “**Articles**”) and the Corporate Governance Code and Corporate Governance Report as set out in Appendix 14 to the Rules Governing the Listing of Securities on the Stock Exchange (the “**Listing Rules**”).

As at the date of this announcement and save as disclosed above, Mr. Chan does not have, and is not deemed to have any interests or short positions in any shares, underlying shares or debentures of the Company or any of its associated corporations (within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong)).

Saved as disclosed above, Mr. Chan does not (i) hold any other position in the Group; (ii) hold any other directorship in listed public companies in Hong Kong or overseas in the last three years; (iii) have any other major appointments and professional qualifications; and (iv) have any relationship with other Directors, senior management or substantial or controlling shareholders (as defined in the Listing Rules) of the Company.

Save as disclosed above, there are no other matters concerning Mr. Chan that need to be brought to the attention of the Shareholders nor is there any information relating to Mr. Chan that is required to be disclosed pursuant to Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules.

The Board would like to express its warmest welcome to Mr. Chan for joining the Board.

By Order of the Board
Baofeng Modern International Holdings Company Limited
Zheng Jingdong
Chairman

Hong Kong, 21 November 2014

As at the date of this announcement, the executive directors of the Company are Mr. Zheng Jingdong and Mr. Zhang Aiguo; the non-executive directors of the Company are Mr. Sze Ching Bor and Mr. Chan Chak Chak Daniel; and the independent non-executive directors of the Company are Professor Bai Changhong, Mr. Lee Keung and Ms. An Na.

[#] *the English translations of Chinese names or words in this announcement, where indicated, are included for information purpose only, and should not be regarded as the official English translation of such Chinese names or words.*