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La Chapelle

上海拉夏貝爾服飾股份有限公司 Shanghai La Chapelle Fashion Co., Ltd.

(a joint stock company incorporated in the People's Republic of China with limited liability)

Stock code: 06116

VOLUNTARY ANNOUNCEMENT

This is a voluntary announcement made by Shanghai La Chapelle Fashion Co., Ltd. (the “**Company**”, together with its subsidiaries, the “**Group**”) for keeping the shareholders of the Company and potential investors informed of the latest business development of the Group.

The board of directors of the Company announces that the total unaudited revenue of the Group derived from the online sales platform on 11 November 2014 and 12 December 2014 amounted to approximately RMB25,000,000 and RMB12,000,000, respectively. Also, the total unaudited revenue of the Group derived from the Group’s retail network (other than online sales platform) on 12 December 2014 amounted to approximately RMB100,000,000.

The shareholders of the Company and potential investors are reminded that the information provided above is merely an extract from the internal information of the Group, which has not been reviewed by the auditors of the Company and should not be regarded as a basis of reference or indication of the revenue or profit to be generated or derived by the Group for the year ending December 2014. All information shall be subject to the audited financial information of the Group. Accordingly, shareholders of the Company and/or potential investors are advised to exercise caution when dealing in the shares of the Company.

On behalf of the Board
Shanghai La Chapelle Fashion Co., Ltd.
Xing Jiaying
Chairman

Shanghai, 19 December 2014

As of the date of this announcement, the executive Directors are Mr. Xing Jiaying, Mr. Wang Yong and Mr. Hu Gang; the non-executive Directors are Mr. Li Jiaqing, Mr. Lu Weiming, Mr. Cao Wenhai and Ms. Wang Haitong; the independent non-executive Directors are Mr. Mao Jianong, Mr. Zhou Guoliang, Mr. Chen Wei and Prof. Japhet Sebastian Law.