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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 (BAIDU MAP VERSION)

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 has launched golo (Baidu Map version), a new generation vehicle intelligent hardware, on 27 January 2015 jointly with Baidu Online Network Technology (Beijing) Co., Ltd. (“Baidu Map”) and Ping An Property & Casualty Insurance Company of China, Ltd. (“Ping An Property & Casualty”) and Pingan Direct Consulting Co. Ltd. (平安直通諮詢服務有限公司) (“Pingan Direct”).

golo (Baidu Map version)

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. To further satisfy the requirement of auto-owners, we, for the first time, together with Ping An Property & Casualty and Pingan Direct have become the first business partners of the car networking open platform of Baidu Map, where Baidu Map unprecedentedly opens up its positioning services, track services, road condition services and edog services. This cross-industry cooperation joins hands with O2O businesses, basing on the internet thinking focusing on users and services to open up services and meeting the needs of local users, so as to forge an ecology of car networking. The golo (Baidu Map version) will also enhance the loyalty of users for the services of automotive diagnostic OBD products in the automotive aftermarket, and enable more auto-owners to obtain car networking services more conveniently. In order to let more auto-owners to experience the functions of the new product soon, Ping An Property & Casualty and Pingan Direct joined the activities to promote golo (Baidu Map version) to customers.

The diagnostic technique of Launch

Since its foundation, the Group has been devoting to the research, development and production of automotive diagnostic device and accumulated related techniques for 23 years, supporting and working closely with maintenance technicians, and strived to develop cooperation with various platforms to provide auto-owners with more convenient service packages. 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 car networking by providing rapid and effective support to auto-owners through the continual expansion of services, 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, 27 January 2015

** 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.