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LABIXIAOXIN SNACKS GROUP LIMITED

蠟筆小新休閒食品集團有限公司

(Incorporated in Bermuda with limited liability)

Stock Code: 1262

NOTICE OF BOARD MEETING

The board of directors (the “Board”) of Labixiaoxin Snacks Group Limited (the “Company”) hereby announces that a meeting of the Board will be held on Tuesday, 17 March 2015, for the purpose of, among other matters, (i) considering and approving the annual results of the Company and its subsidiaries for the year ended 31 December 2014 and its publication; and (ii) considering the recommendation for the payment of a final dividend, if any.

By order of the Board
Labixiaoxin Snacks Group Limited
Zheng Yu Long
Chairman

Hong Kong, 5 March 2015

As at the date of this announcement, the executive directors of the Company are Zheng Yu Long, Zheng Yu Shuang and Zheng Yu Huan; the non-executive directors of the Company are Li Hung Kong and Ren Yunan; and the independent non-executive directors of the Company are Li Zhi Hai, Sun Kam Ching and Chung Yau Tong.