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天行國際(控股)有限公司*

Simsen International Corporation Limited

(Incorporated in Bermuda with limited liability)

(Stock Code: 993)

PROPOSED CHANGE OF NAME

The Board proposes to change the English name of the Company from “Simsen International Corporation Limited” to “Huarong International Financial Holdings Limited” and to adopt the Chinese name of “華融國際金融控股有限公司” as the secondary name of the Company in place of the Chinese name “天行國際(控股)有限公司” which has been adopted for identification purpose only. The Change of Name is conditional on the approval of the Shareholders by a special resolution at the SGM. In addition to the Shareholder’s approval, the Change of Name is further subject to the Registrar of Companies in Bermuda granting approval for the use of the proposed new English name and secondary name in Chinese of the Company.

A circular containing, among other matters, information regarding the Change of Name, including a notice convening the SGM to approve the same will be despatched to the Shareholders as soon as practicable.

PROPOSED CHANGE OF NAME OF THE COMPANY

The Board proposes to change the English name of the Company from “Simsen International Corporation Limited” to “Huarong International Financial Holdings Limited” and to adopt the Chinese name of “華融國際金融控股有限公司” as the secondary name of the Company in place of the Chinese name “天行國際(控股)有限公司” which has been adopted for identification purpose only.

CONDITIONS FOR THE CHANGE OF NAME

The Change of Name is subject to the following conditions:

1. the passing of a special resolution by the Shareholders of the Company to approve the Change of Name at the SGM; and

* *for identification purpose only*

2. the Registrar of Companies in Bermuda approving the Change of Name and entering the new English name of the Company in place of its existing English name and entering the new secondary name of the Company in Chinese on the register of companies maintained by the Registrar of Companies in Bermuda.

Subject to the satisfaction of the conditions set out above, the Change of Name will take effect from the date of entry of the new English name and new secondary name in Chinese of the Company on the register of companies maintained by the Registrar of Companies in Bermuda.

REASON FOR THE CHANGE OF NAME

With reference to the Subscription, and China Huarong International Holdings Limited becoming a controlling Shareholder, the Board considers the Change of Name will provide the Company with a new corporate image, and will better reflect the business nature of the Company and the Company's relationship with its new controlling Shareholder upon completion of the Subscription.

The Board considers that the Change of Name is in the interest of the Company and the Shareholders as a whole.

EFFECT OF THE CHANGE OF NAME

The Change of Name will not affect any rights of the Shareholders or the Company's daily business operation and/or its financial position. All existing certificates in issue bearing the present name of the Company, after the Change of Name becoming effective, will continue to be evidence of legal title to the Shares and will be valid for trading, settlement and registration purposes. Accordingly, there will not be any arrangement for free exchange of existing share certificates for new share certificates under the Company's new name. After the Change of Name becomes effective, any issue of share certificates will be under the new name of the Company.

In addition, subject to the confirmation of the Stock Exchange, the English and Chinese stock short names of the Company for trading Shares on the Stock Exchange will also be changed after the Change of Name becomes effective. Further announcement(s) will be made by the Company to inform the Shareholders of the results of the SGM, the effective date of the Change of Name and the new English and Chinese stock short names of the Company for trading of the Shares on the Stock Exchange.

SGM

The SGM will be convened for the purpose of allowing Shareholders to consider and, if thought fit, approve the Change of Name. A circular containing information relating to the Change of Name and a notice of the SGM will be despatched to the Shareholders as soon as practicable.

DEFINITIONS

In this announcement, unless the context otherwise requires, the following words and expressions shall have the following meanings when used herein:

“Board”	the board of Directors
“Change of Name”	the proposed change of the English name of the Company from “Simsen International Corporation Limited” to “Huarong International Financial Holdings Limited” and to adopt the Chinese name of “華融國際金融控股有限公司” as the secondary name of the Company in place of the Chinese name “天行國際（控股）有限公司” which has been adopted for identification purpose only
“Company”	Simsen International Corporation Limited, a company incorporated in Bermuda with limited liability and the Shares of which are listed on The Stock Exchange of Hong Kong Limited
“Director(s)”	The director(s) of the Company
“SGM”	The special general meeting of the Company to be convened and held to consider and, if thought fit, approve the Change of Name
“Share(s)”	Ordinary share(s) of HK\$0.001 each in the capital of the Company
“Shareholders”	Holder(s) of issued Share(s)
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“Subscription”	The subscription for the 1,702,435,038 new Shares by China Huarong International Holdings Limited pursuant to the terms and conditions of the subscription agreements dated 30 January 2015, as amended by the supplemental agreements dated 20 March 2015 and 20 May 2015 respectively, entered into between the Company and China Huarong International Holdings Limited

By order of the Board
Simsen International Corporation Limited
Zhou Baoying
Executive Director

Hong Kong, 1 September 2015

As at the date of this announcement, the executive Directors are Mr. Fu Jiwen, Ms. Zhou Baoying, Mr. Liu Xiaodong, and Mr. Jiang Rongjian and the independent non-executive Directors are Mr. Zhu Chengwu, Mr. Yeung Siu Keung and Mr. Chen Wai Chung, Edmund

The directors of the Company jointly and severally accept full responsibility for the accuracy of information contained in this announcement and confirm, having made all reasonable inquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statement in this announcement misleading.

In the case of inconsistency, the English text of this announcement shall prevail over the Chinese text.