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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 BUSINESS PROGRESS – OPEN OBD BIG DATA PLATFORM**

The board of directors (the “**Board**”) of Launch Tech Company Limited (the “**Company**”) wishes to notify Shareholders of the business progress. The Company has always developed and accumulated automotive diagnostic device technology continuously, by using the automotive diagnostic device technology as the starting point, and with the Internet of Vehicles became popular during the recent years, the Group has entered the technology development field of Internet of Vehicles as early as three years ago. Internet of Vehicles is a big platform, in which many parties can inter-communicate, such as technology developers, service providers and clients are all indispensable. As the provider of Internet of Vehicles’ products, the Company not only provide the most advanced diagnostic technology, the Company also wish that the Company can act as leader, rely on the diagnostic technology developed by the Group, and base on the automotive repair industry network and users of products of Internet of Vehicles of the Group, and together with service providers and technology developers cooperate in the future, through experience and technologies of each party, to build a more qualified Internet of Vehicles industry.

On 8 December, the Company officially released the “2015 White Paper of Chinese Passenger Car Usage”, which is based on the massive base data of the Company and team of Dataeye.com (“**Dataeye**”) and supplemental data of China Association of Automobile Manufacturers, China Automotive Maintenance and Repair Trade Association and China Automotive Maintenance and Repair Equipment Association, through analysis on 600 million mobile terminals, 15 million vehicle diagnostics reports, 120,000 repair technicians users, 100,000 internet service equipment, and focused on the current market conditions of Chinese passenger car usage and comprehensive and detailed exploration are made. It also combined with the dimensions such as situation of car usage and drivers’ behaviors, maintenance technicians’ portraits and potential car buyers, made detailed analysis on car usage of Chinese passengers. Trend of passenger cars and automotive after-market, environmental impact and value of whole industry chain are sorted out, and status and characteristics of car-owners and technicians are described in details, which can provide reference for potential consumers group. It also showed problems such as vehicle emissions, failure or market gap and intelligent transportation status. It analyzed the overall market of passenger car and market development trend on repair, maintenance, insurance, leasing, finance, electronics, recycling etc., and provided a supporting data for precision marketing in automobile

industry. It provided readers the most updated situation and trends of passenger cars market in China, and it can provide decision basis for the related automobile enterprises and government department in the future.

On 8 December, the Company officially announced and made public the OBD big data platform, and to invite service providers and technology developers for corporation, and to expand service areas, so as to enrich the service contents, the service also include majority of car users. Along with the opening of the OBD big data platform, the Company will seize opportunities actively, with prudent judgment. It is expected that various forms of cooperation will be discussed with teams from different industries. Updates on the progress of cooperation, if any, will be further announced in due course.

By order of the Board  
**Launch Tech Company Limited\***  
**Liu Xin**  
*Chairman*

Shenzhen, the PRC, 10 December 2015

*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 Mr. Ning Bo as independent non-executive Directors.*

\* *for identification purpose only*