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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 RELEASE OF NEW PRODUCTS AND ESTABLISHMENT OF INTERNET STRATEGY COMMITTEE**

The board of Directors (the “Board”) of Launch Tech Company Limited (the “Company”) hereby informs its shareholders of its business progress as follows:

#### **Release of New Products**

“Release Conference of Launch’s Automotive Diagnostic Technology and Ecological Application” was held successfully by the Company on 21 September in Shenzhen, in which the Company released two key series of products of the year, namely “New Diagnostic Device” and “New Heavy Vehicles Diagnostic Equipment”. Adhering to the Company’s innovative spirit, the new diagnostic products combine the diagnostic chip and the diagnostic cloud, which simplifies the diagnosis process, resulting in better diagnostic quality and more powerful function with lower costs. Furthermore, given that currently there is ample room for development of the heavy vehicles diagnostic equipment market in the PRC, we will focus on the development of our new heavy vehicle diagnostic equipment business.

#### **Internet Strategy Committee**

After the enormous effort made by the Company for three years, golo has become a renowned brand among the Internet of Vehicles industry. In order to grasp the direction of the industry development and better establish its leading position in the industry, upon the long preparation of the Company’s management and invitation of two experienced experts in the Internet industry to join us, the Company has recently established an “Internet Strategy Committee” which focuses on Internet diagnostic business, with Mr. Ye Peng as the chairman of the Internet Strategy Committee, and Mr. Liu Xin, the chairman of the Company, Mr. Guo Chaohui, the new vice-chairman, and Mr. Jiang Shiwen, the vice-chairman and executive director, as the members of the Internet Strategy Committee.

The management believes that the establishment of the Internet Strategy Committee helps grasp the latest trend of the industry, and plan and determine our Internet development strategy. The management also believes that, with an open-minded attitude, it will form better resource integration, and it expects to build the Internet of Vehicles together with the whole industry based on Launch's core strategies of "focus on diagnostic technology" and "focus on diagnostic cloud" as well as the principle of "to share, to build and to create together", striving for offering users better experiences.

### **Mr. Ye Peng**

Mr. Ye Peng is the founding partner of 亦合資本 (Yihe Capital) and DCC 資本 (DCC Capital). He had served as the general manager of Lufax of Ping An Group, chairman of the board of directors of Shenzhen Qianhai Inclusive Crowdfunding & Trading Co., Ltd., vice president of Alibaba Group, chief operating officer of Baidu, country general manager for China at Apple, vice president of APAC at Motorola and general manager of operation department of China Unicom.

### **Mr. Guo Chaohui**

Mr. Guo Chaohui has currently served as the vice-chairman of the Company and the chief executive officer of Shenzhen Golo Internet of Vehicle Data Technology Co., Ltd., a subsidiary of the Company. Mr. Guo had served as the chairman of the supervisory committee of 北京東方園林生態股份有限公司 (Beijing Orient Landscape & Ecology Co.,Ltd.), chief executive officer of 東方園林互聯網有限公司 (Beijing Oriental Garden Shares Co., Ltd), chief executive officer of vice president of Geak, vice-president of Shanda Group, vice-president of Amazon for China region, director of mobile device department and marketing department of Northern China of Motorola (china) Electronic Co., Ltd.

The Company and the Internet Strategy Committee will further announce the updates of the progress (if any) to inform its investors in due course.

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

Shenzhen, the PRC, 23 September 2016

*As at the date of this announcement, the board of directors of the Company comprises Mr. Liu Xin (Chairman), Mr. Liu Jun, Ms. Huang Zhaohuan 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*