THIS CIRCULAR IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION

If you are in any doubt as to any aspect of this circular, or as to the action to be taken, you should consult a stockbroker, or other registered dealer in securities, bank manager, solicitor, professional accountant or other professional adviser.

If you have sold or transferred all your shares in Launch Tech Company Limited (the "Company"), you should at once hand this circular together with the enclosed form of proxy and reply slip to the purchaser or transferee or to the bank, stockbroker or other agent through whom the sale or transfer was effected for transmission to the purchaser or transferee.

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this circular, make no representation as to its accuracy or completeness and expressly disclaims any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this circular.

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)

(1) RE-APPOINTMENT OF DIRECTORS (2) AMENDMENT IN REGISTERED AND LEGAL ADDRESS (3) ISSUE MANDATE AND (4) NOTICE OF ANNUAL GENERAL MEETING

A letter from the Board is set out on pages 3 to 5 of this circular.

The notice dated 3 April 2017 convening the AGM of the Company to be held at 10th Floor, R&D Block, Launch Industrial Park, North of Wuhe Road, Banxuegang Longgang District, Shenzhen, the PRC on Tuesday, 23 May 2017 at 11:00 a.m., are set out on page 8 of this circular.

Whether or not you intend to attend such meetings, you are reminded to complete the proxy form enclosed with this circular, in accordance with the instructions printed thereon and return the same to the Company's Share registrar in Hong Kong, Computershare Hong Kong Investor Services Limited at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong (for the holders of the H Shares only) or the Company's principal place of business at 10th Floor, R&D Block, Launch Industrial Park, North of Wuhe Road, Banxuegang Longgang District, Shenzhen, the PRC (for the holders of the Domestic Shares only) as soon as possible but in any event not less than 24 hours before the respective time fixed for holding such meetings or at any adjournment thereof. Completion and delivery of the said proxy form will not prevent you from attending, and voting in person at, the meetings or at any adjourned meetings if you so wish. Reply slips for such meetings is also enclosed. You are reminded to complete and sign the reply slips (if you are entitled to attend the meetings) and return the signed slip in accordance with the instructions printed thereon.

* for identification purpose only

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DEFINITIONS

In this circular, the following expressions have the following meanings unless the context requires otherwise:

"AGM" the annual general meeting of the Company to be

convened and held on Tuesday, 23 May 2017 at 11:00

a.m.

"Articles" or "Articles of

Association"

the articles of association of the Company as amended from

time to time

"Board" the board of Directors of the Company

"CCASS" the Central Clearing and Settlement System established

and operated by HKSCC

"Company" 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 PRC with limited liability

"Company Law" the Company Law of the PRC

"Director(s)" the director(s) of the Company

"Domestic Shares" domestic share(s) of RMB1.00 each in the share capital

of the Company which are subscribed for in RMB

"Domestic Shareholders" Holders of the Domestic Shares

"H Shares" the overseas listed foreign invested share(s) of

RMB1.00 each in the share capital of the Company which are listed on the Main Board and subscribed for

and traded in HK\$

"H Shareholders" Holders of the H Shares

"Hong Kong" the Hong Kong Special Administrative Region of the

PRC

"HK\$" or "HKD" Hong Kong Dollar, the lawful currency of Hong Kong

DEFINITIONS

"Issue Mandate" a general and unconditional mandate proposed to be

granted to the Board by the Shareholders at the AGM to issue not more than 20% of each of the Domestic Shares and H Shares in issue as at the date of passing the resolution, at any time during the period specified in the relevant resolution set out in the Supplemental

Notice of AGM

"Latest Practicable Date" 31 March 2017, being the latest practicable date prior to

the printing of this circular for the purpose of

ascertaining certain information contained herein

"Listing Rules" the Rules Governing the Listing of Securities on the

Stock Exchange

"PRC" the People's Republic of China, which for the purposes

of this circular, excludes Hong Kong, the Macau Special Administrative Region of the PRC and Taiwan

"RMB" Renminbi the lawful currency of the PRC

"Shareholders" the shareholders of the Company

"Stock Exchange" The Stock Exchange of Hong Kong Limited

In this circular, the English names of the PRC entities are translations of their Chinese names, and are included herein for identification purpose only. In the event of any inconsistency, the Chinese names shall prevail.

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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)

Executive Directors

Mr. Liu Xin (Chairman)

Mr. Liu Jun

Ms. Huang Zhao Huan

Mr. Jiang Shiwen

Non-executive Director

Ms. Liu Yong

Independent non-executive Directors

Ms. Zhang Yan

Principal place of business in Hong Kong

Unit 1104, Crawford House, 70 Queen's Road Central,

Hong Kong

Registered office

Futian District,

Shenzhen, the PRC

Shenzhen, the PRC

2-8 Floors, Xin Yan Building,

Bagua Number Four Road,

Principal place of business

Banxuegang Longgang District,

Launch Industrial Park, North of Wuhe Road,

23 April 2017

Mr. Liu Yuan Mr. Ning Bo

To the Shareholders.

Dear Sir or Madam,

(1) RE-APPOINTMENT OF DIRECTORS (2) AMENDMENT IN REGISTERED AND LEGAL ADDRESS (3) ISSUE MANDATE **AND**

(4) NOTICE OF ANNUAL GENERAL MEETING

INTRODUCTION

The purpose of this circular is to give you notice of the AGM to be held on Tuesday, 23 May 2017 and to provide you with information regarding the resolutions to be proposed at the AGM to enable you to make an informed decision on whether to vote for or against the proposed resolutions at the AGM regarding, among others, the Repurchase Mandate, and the Issue Mandate and to seek your approval of the other resolutions to be proposed thereat.

^{*} for identification purpose only

GENERAL MANDATE TO ISSUE ADDITIONAL DOMESTIC SHARES AND H SHARES

The details set out in special resolution numbered 10 in the notice of AGM will be proposed at such meeting for the granting of a general mandate to the Directors to allot, issue and/or deal with new Shares of up to a maximum of 20% of each of the issued Domestic Shares and H Shares of the Company as at the date of passing the relevant resolution at the AGM.

As at the Latest Practicable Date, there were 165,000,000 Domestic Shares of the Company and 164,160,000 H Shares in issue. Subject to the passing of the proposed resolution approving the grant of the Issue Mandate to the Board and on the basis that no Shares will be issued or repurchased by the Company prior to the AGM, a maximum of 33,000,000 Domestic Shares and 32,832,000 H Shares, can be separately or concurrently allotted, issued and/or dealt with by the Board pursuant to the Issue Mandate to be granted by the Shareholders. The Issue Mandate will expire upon the earliest of:

- (a) the conclusion of the next annual general meeting of the Company following the passing of this resolution;
- (b) the expiration of a 12-month period following the passing of this resolution; or
- (c) the date on which the authority set out in this resolution is revoked or varied by a special resolution of the Company in a general meeting.

Special resolution will be proposed at the AGM in relation to the granting of the Issue Mandate to the Directors to issue, allot and/or deal with additional Domestic Shares and H Shares, details of which are set out in special resolution numbered 11 of the Notice of AGM.

AGM BOOK CLOSURE PERIOD

The register of members of the Company in Hong Kong will be closed from Thursday, 20 April 2017 to Tuesday, 23 May 2017, both days inclusive, during which no transfer of shares will be effected. In order to be eligible to attend the AGM and to vote thereat as Shareholders, all transfers of H Shares together with the relevant share certificates must be delivered to the Company's share registrar and transfer office in Hong Kong, Computershare Hong Kong Investor Services Limited at 17M Floor, Hopewell Centre, 183 Queen's Road East Hong Kong no later than 4:30 p.m. on Wednesday, 19 April 2017. All transfers of Domestic Shares together with the relevant share certificates must be delivered to the Company's principal place of business in the PRC at 10th Floor, R&D Block, Launch Industrial Park, North of Wuhe Road, Banxuegang, Longgang District, Shenzhen, the PRC, no later than 4:30 p.m. on Wednesday, 19 April 2017.

VOTING BY POLL

Pursuant to Rule 13.39(4) of the Listing Rules, all votes of the Shareholders at general meetings must be taken by poll. The Chairman of the meeting will therefore demand a poll for every resolution put to vote at the AGM in accordance with the Articles and the Listing Rules. An announcement on the poll result will be made by the Company in accordance with the Listing Rules.

RECOMMENDATION

The Board is of the view that the proposed, the proposed Issue Mandate are in the interest of the Company and the Shareholders as a whole. Accordingly, the Board recommends the Shareholders to vote in favour of the relevant resolutions to be proposed at the AGM.

RESPONSIBILITY STATEMENT

This circular includes particulars given in compliance with the Listing Rules for the purpose of giving information with regard to the Company. The Directors collectively and individually accept full responsibility for the accuracy of the information contained in this circular and confirm, having made all reasonable enquiries, that to the best of their knowledge and belief:

- (a) the information contained in this circular is accurate and complete in all material respects and not misleading;
- (b) there are no other matters the omission of which would make any statement in this circular misleading; and
- (c) all opinions expressed in this circular have been arrived at after due and careful consideration.

ADDITIONAL INFORMATION

Your attention is drawn to the additional information set out in the appendix to this circular.

Yours faithfully,
for and on behalf of

Launch Tech Company Limited

Liu Xin

Chairman

3 April 2017

The following are the particulars of the Directors proposed to be re-appointed at the AGM:

EXECUTIVE DIRECTORS

Mr. Jiang Shiwen, aged 44, chief information officer of the Company. Mr. Jiang graduated from Dalian University of Technology and Shanghai Jiao Tong University with a master's degree in mathematics and an MBA degree. Prior to joining the Company in 2002, he had respectively worked for several major private and foreign enterprises as an development engineer, in charge of the R&D work relating to large scale management system, e-commerce system and embedded system. Mr. Jiang oversees the construction, implementation and maintenance of the entire IT system of the Company. He has led the Company with success in the planning, design and online operation of a number of large IT networks including ERP, CRM and OA systems. He is concurrently the director of Launch Software.

The Company proposes to re-appoint Mr. Jiang Shiwen as an executive Director to hold office for a term of three years from the date of the AGM. Subject to the Shareholders' approval at the AGM, his emoluments will be determined by the Board with reference to his responsibilities and performance of duties to the Company.

Save as disclosed above, Mr. Jiang Shiwen does not have any relationship with other directors, supervisors, senior management or substantial or controlling shareholders of the Company.

Save as disclosed above, there is no other information which is disclosable, nor is/was any of Mr. Jiang Shiwen had involved in any of the matters required to be disclosed pursuant to Rule 13.51(2)(h) to 13.51(2)(v) of the Listing Rules. Save for the above, there is no other matter that needs to be brought to the attention of the Shareholders.

Ms. Huang Zhaohuan, aged 52, head of the Company's domestic marketing centre. Ms. Huang is a graduate of Nanchong Teaching University with a bachelor's degree in mathematics. She is currently responsible for the development and management of the Company's domestic sales network, marketing activities and relationships with major clients. She joined the Company in 1996.

The Company proposes to re-appoint Huang Zhaohuan as an executive Director to hold office for a term of three years from the date of the AGM. Subject to the Shareholders' approval at the AGM, his emoluments will be determined by the Board with reference to his responsibilities and performance of duties to the Company.

Save as disclosed above, Huang Zhaohuan does not have any relationship with other directors, supervisors, senior management or substantial or controlling shareholders of the Company.

Save as disclosed above, there is no other information which is disclosable, nor is/was any of Huang Zhaohuan had involved in any of the matters required to be disclosed pursuant to Rule 13.51(2)(h) to 13.51(2)(v) of the Listing Rules. Save for the above, there is no other matter that needs to be brought to the attention of the Shareholders.

INDEPENDENT NON-EXECUTIVE DIRECTORS

Ms. Zhang Yan, aged 34, PRC certified public accountant. Ms. Zhang graduated from the Accounting Department of School of Business of Zhengzhou University. She served as auditor of Beijing Zhongzhou Guanghua Accounting Firm (北京中洲比華會計師事務所) Henan branch from July 2005 to January 2007; audit project manager of Ascenda Huazheng Zhongzhou (Beijing) CPA Limited (天健華登中洲(北京)會計師事務所) Henan branch from January 2007 to July 2008; audit project manager of (Beijing) Ascenda Certified Public Accountants Limited (天健光華(北京)會計師事務所) Henan branch from July 2008 to December 2009; audit project manager of Ascenda Zhengxin (Beijing) CPA Limited (天健正信會計師事務所) Henan branch from December 2009 to October 2012. Since October 2012, she has been the chief financial officer of Henan Maincare Biotech Co., Ltd. (河南美別生物科技有限公司).

The Company proposes to re-appoint Ms. Zhang Yan as a non-executive Director to hold office for a term of three years from the date of the AGM. Subject to the Shareholders' approval at the AGM, her emoluments will be determined by the Board with reference to her responsibilities and performance of duties to the Company.

Save as disclosed above, Ms. Zhang Yan does not have any relationship with other directors, supervisors, senior management or substantial or controlling shareholders of the Company.

Save as disclosed above, there is no other information which is disclosable, nor is/was any of Ms. Zhang Yan had involved in any of the matters required to be disclosed pursuant to Rule 13.51(2)(h) to 13.51(2)(v) of the Listing Rules. Save for the above, there is no other matter that needs to be brought to the attention of the Shareholders.

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(Stock code: 2488)

NOTICE OF ANNUAL GENERAL MEETING

NOTICE IS HEREBY GIVEN that Annual General Meeting of Launch Tech Company Limited (the "Company") will be held at the conference room, 10th Floor, R&D Block, Launch Industrial Park, North of Wuhe Road, Banxuegang, Longgang District, Shenzhen, the PRC on Tuesday, 23 May 2017 at 11:00 a.m. for the following purposes:

ORDINARY RESOLUTIONS

- 1. To consider and approve the Directors' report for the year ended 31 December 2016;
- 2. To consider and approve the Supervisory Committee's report for the year ended 31 December 2016;
- 3. To consider and approve the audited financial statements and the report of the auditors of the Company for the year ended 31 December 2016;
- 4. To consider and re-appoint Da Hua Certified Public Accountants(Special General Partnership) (大華會計師事務所(特殊普通合夥)) as the independent auditor of the Company and to authorize the board of Directors (the "Board") to fix their remuneration;
- 5. To consider and approve the re-appointment of Mr. Jiang Shiwenas the Company's executive director, and authorize the Board to fix their remuneration;
- 6. To consider and approve the re-appointment of Ms. Huang Zhaohuan as the Company's executive director, and authorize the Board to fix their remuneration;
- 7. To consider and approve the re-appointment of Ms. Zhang Yan as the Company's independent non-executive director, and authorize the Board to fix their remuneration;
- 8. To authorize the Board to enter into, for and on behalf of the Company, a new service contract with each of the newly re-appointed Directors upon such terms and conditions as the Board shall think fit and to do such acts and things to give effect to such matter

SPECIAL RESOLUTIONS

To consider and, if thought fit, approve the followings as special resolutions:

9. To consider and approve the amendment of the registered and legal address of the Company from "2nd – 8th Floors, Xinyang Building, Bagua No.4 Road, Futian District, Shenzhen, People's Republic of China" to "Launch Industrial Park, No. 4012 North of Wuhe Road Bantian Street, Longgang District, Shenzhen, People's Republic of China" and amend the Article no. 3 and 203 accordingly to reflect the amended address of the Company.

Amended Article 3 and 203 are as follows:

Articles 3

Residence: Launch Industrial Park, No. 4012 North of Wuhe Road Bantian Street,

Longgang District, Shenzhen, People's Republic of China

Postal code:518029,

Tel: (86 755) 84528196,

Fax: (86 755) 84528166.

Article 203

The following terms shall have the following meanings:-

[Board of Directors] The Board of Directors of the Company

[Chairman of the Board] The Company's Chairman of Board of Directors of

the Company

[Directors] Directors

[Legal address] Launch Industrial Park, No. 4012 North of Wuhe

Road Bantian Street, Longgang District, Shenzhen,

People's Republic of China

[RMB] The legal currency of China

[Company Secretary] Company Secretary approached by the Board of

Directors

[Stock Exchange of Hong Kong] Hong Kong Stock Exchange Limited

[Country] 、 [China]

People's Republic of China

Accounting firm mentioned in the Articles have the same meaning as [Auditor]

10. To consider and approve the Article 1 to reflect the change of the Business Licence Number of the Company.

Amended Article 1 is as follows:

Article 1

The company is a joint stock limited company (hereinafter referred to as the "Company") incorporated pursuant to the Company Law of the People's Republic of China (hereinafter referred to as the "Company Law"), the Special Regulations on the Overseas Offering and Listing of Shares by Joint Stock Limited Companies Promulgated by the State Council (hereinafter referred to as the "Special Regulations") and other relevant laws and standards of administrative regulations of China.

As approved by the document (Shen Fu Letter No. [2000]89) of Shenzhen People's Government, the Company was incorporated by way of promotion on 8 December 2000 and proceeded with the registration for alteration with Shenzhen Administration for Industry and Commerce on 19 January 2001 and obtained the business licence.

Its current business license number is 914403002794287320.

11. To consider and approve the grant of general mandate to the Board of Directors for the issue of new shares of the Company:

As special business, to authorize the Board of Directors of the Company to determine if the Company shall allot, issue and deal with domestic shares and overseas listed foreign shares ("H Shares") separately or concurrently, according to the market conditions and the needs of the Company, provided that the respective number of shares shall not exceed 20% of the domestic shares or H Shares of the Company in issue on the date of the passing of this special resolution.

The content of special resolutions are as follows:

- (1) Subject to the conditions set out in paragraphs (3) and (4) below and pursuant to the Company Law of the People's Republic of China (the "PRC") (the "PRC Company Law") and the relevant regulatory requirements (as amended from time to time) of the places where the shares of the Company are listed, the Board of Directors be granted a general and unconditional mandate to exercise all the powers of the Company to allot, issue and deal with new shares during the "Relevant Period" and to determine the terms and conditions for the allotment and issue of new shares which include, without limitation, the following terms:
 - a. class and number of new shares to be issued;
 - b. price determination method of new shares and/or issue price (including price range);
 - c. the starting and closing dates for the issue;
 - d. class and number of the new shares to be issued to existing shareholders; and
 - e. the making or granting of offers, agreements and options which might require the exercise of such powers.
- (2) The approval in paragraph (1) above shall authorize the Board of Directors during the "Relevant Period" to make or grant proposals, agreements and options which would or might require the exercise of such powers after the end of the "Relevant Period".
- (3) The aggregate nominal amount of each the new domestic shares and new H Shares allotted, issued and dealt with conditionally or unconditionally (whether pursuant to an option or otherwise) by the Board of Directors pursuant to the approval in paragraph (1), other than the shares issued pursuant to the Rights Issue (as hereinafter defined) or the rights to purchase the shares of the Company under any option scheme or similar arrangement, shall not exceed 20% of the domestic shares and H Shares of the Company in issue respectively as at the date of passing this resolution.
- (4) In exercising the powers granted in paragraph (1), the Board of Directors must (a) comply with the PRC Company Law and the relevant regulatory stipulations (as amended from time to time) of the places where the shares of the Company are listed; and (b) obtain approval from China Securities Regulatory Commission and other relevant PRC government departments.

(5) For the purpose of this resolution:

"Relevant Period" means the period from the date of passing this resolution until the earlier of:

- a. the expiration of the 12-month period following the passing of this resolution;
- b. the conclusion of the next annual general meeting of the Company; or
- c. the revocation or variation of the mandate granted under this resolution by a special resolution of the Company's shareholders in a general meeting.

"Rights Issue" means the allotment or issue of shares in the Company or other securities which would or might require shares to be allotted and issued pursuant to an offer made to all the shareholders of the Company (excluding for such purpose any shareholder who is resident in a place where such proposed share allotment or issue is not permitted under the law of that place) and, where appropriate, the holders of other equity securities of the Company entitled to such offer, pro-rata (apart from fractional entitlements) to their existing holdings of shares or such other equity securities.

- (6) The Board of Directors, subject to the approval of the relevant authorities of the PRC and in accordance with the Company Law, be authorized to increase the registered capital of the Company to the required amount upon the exercise of the powers pursuant to paragraph (1) above.
- (7) The Board of Directors be authorized to sign the necessary documents, complete the necessary formalities and take other necessary steps to complete the allotment, issue and listing of new shares, provided that the same do not violate the relevant laws, administrative regulations, the relevant regulatory stipulations (as amended from time to time) of the places where the shares of the Company are listed and the Articles of Association.

(8) Subject to the approval of the relevant PRC authorities, the Board of Directors be authorized to make amendments to the Articles of Association as appropriate and necessary after the completion of the allotment and issue of new shares according to the method, type and number of the allotment and issue of new shares by the Company and the actual shareholding structure of the Company at the time of completion of the allotment and issue of new shares in order to reflect the changes of the share capital structure and registered capital of the Company pursuant to the exercise of this mandate.

Yours faithfully,
By order of the Board
Launch Tech Company Limited*
Liu Xin
Chairman

3 April 2017 Shenzhen, the PRC

* for identification purpose only

Notes:

- (A) Shareholders of the Company shall note that pursuant to Article 46 of the Articles, the share register of the Company will be closed during the period from Thursday, 20 April 2017 to Tuesday, 23 May 2017, both days inclusive, during which period no transfer of shares will be registered. In order to qualify to attend and vote at the AGM, all transfer documents, together with the relevant share certificates, should be lodged to the Company's H share share registrar, Computershare Hong Kong Investor Services Limited at Shops 1712-1716, 17/F., Hopewell Center, 183 Queen's Road East, Wanchai, Hong Kong (for holders of H shares), or to the Company's principal place of business in the PRC (for holders of Domestic shares), no later than 4:30 p.m. on Wednesday, 19 April 2017. Shareholders whose names appear on the register of shareholders of the Company on the Record Date shall be entitled to attend the AGM to vote thereat.
- (B) Any Shareholders entitled to attend and to vote at the AGM shall be entitled to appoint a proxy who need not be a Shareholder, to attend and to vote on his behalf. A member who is the holder of two or more shares may appoint more than one proxy.
- (C) To be valid, the proxy forms for the use of Shareholders and, if such proxy is signed by a person on behalf of the appointer pursuant to a power of attorney or other authority, a notarized copy of that power of attorney or other authority must be delivered to the Company not less than 24 hours before the time scheduled for holding the AGM or its adjourned meetings of the Company.
- (D) Shareholders who intend to attend the AGM are required to return the reply slip to the Company on or before 2 May 2017. Please refer to the reply slip and the instruction thereon for details.
- (E) Completion and return of the proxy form and the reply slip will not affect the right of the shareholders of the Company to attend and to vote at the AGM in person. In such event, the form of proxy will be deemed to have been revoked.
- (F) Holders of domestic shares shall deliver the proxy form and, if such proxy is signed by a person on behalf of his appointer pursuant to a power of attorney or other authority, a notarial certified copy of the power of attorney or other authority and the reply slip to the Company's principal place of business in the PRC.

- (G) Holders of H Shares shall deliver the proxy form and, if such proxy is signed by a person on behalf of his appointer pursuant to a power of attorney or other authority, a notarially certified copy of the power of attorney or other authority and the reply slip to the Company's H share share registrar, Computershare Hong Kong Investor Services Limited at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong.
- (H) The AGM is expected to last for half an hour. Shareholders and their proxies attending the AGM shall be responsible for the transportation and accommodation expenses on their own.