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LUNG CHEONG INTERNATIONAL HOLDINGS LIMITED

龍昌國際控股有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 348)

VOLUNTARY ANNOUNCEMENT AUTHORISATION TO USE THE TRADEMARKS OF “HAIER” AND “海爾”

The Board announces that Qingdao Oasis, an indirect wholly-owned subsidiary of the Company, is authorised to use the trademarks of “Haier” and “海爾” on all the childcare related products manufactured and traded by Qingdao Oasis for a term up to 31 December 2016.

The Board announces that Qingdao Oasis, a company incorporated in the PRC with limited liability and an indirect wholly-owned subsidiary of the Company, is authorised to use the trademarks of “Haier” and “海爾” on all the childcare related products manufactured and traded by Qingdao Oasis at nil consideration.

Authorisation to use the trademarks of “Haier” or “海爾”

Qingdao Oasis, a subsidiary of the Company which is principally engaged in consumer electronic products is authorised to use the trademarks of “Haier” and “海爾” on all the childcare related products manufactured and traded by Qingdao Oasis in the PRC at nil consideration for a term up to 31 December 2016. The childcare related products include but not limited to baby care kit (electric steriliser, baby bottle & food warmer, infant formula preparation kit, food warmer, baby food processor), baby washing machine, baby air-conditioner, baby air-purifier, baby water purifier, baby refrigerator, children hair grooming products and related childcare electronic products.

The Directors considered that the authorised use of trademarks of “Haier” and “海爾” on the childcare related products by the Group would enable the Group to further develop the business related to children electronic appliances in the PRC. The trademarks of “Haier” and “海爾” are well-known brand name for consumer electronic products in the PRC and overseas with international presence, the Directors therefore considered that the use of trademarks of “Haier” and “海爾” on all the childcare related products of Qingdao Oasis will enhance our Group’s brand image and positively imply the quality standard of our childcare related products. The Directors believe that the use of trademarks of “Haier” and “海爾” on the childcare related products of the Group will have attractive prospects and growth potential and represents an important part of the Group’s development strategy. The Directors are of the view that the use of trademarks of “Haier” and “海爾” is in the interests of the Company and the Shareholders as a whole.

* For identification purposes only

DEFINITIONS

In this announcement, the following expression shall, unless the context requires otherwise, have the following meanings:

“Board”	the board of Directors
“Company”	Lung Cheong International Holdings Limited, a company incorporated in the Cayman Islands with limited liability, the shares of which are listed on the main board of the Stock Exchange
“Director(s)”	the director(s) of the Company
“Group”	the Company and its subsidiaries
“Hong Kong”	the Hong Kong Special Administrative Region of the PRC
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange
“PRC”	the People’s Republic of China, which for the purpose of this announcement, excludes Hong Kong, the Macau Special Administrative Region and Taiwan
“Qingdao Oasis”	Qingdao Oasis Child Care Company Ltd (青島綠洲兒童用品有限公司), a company established in the PRC and an indirect wholly-owned subsidiary of the Company
“Share(s)”	ordinary share(s) of nominal value of HK\$0.10 each in the issued share capital of the Company
“Shareholder(s)”	Shareholder(s) of the Company
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“HK\$”	Hong Kong dollars, the lawful currency of Hong Kong
“%”	per cent.

By order of the Board
Lung Cheong International Holdings Limited
Wong, Andy Tze On
Executive Director

Hong Kong, 24 March 2014

As at the date of this announcement, the executive Directors are Mr. Leung Lun, M.H. (Chairman and Chief Executive), Mr. Wong, Andy Tze On and Ms. Fang Fang; and the independent non-executive Directors are Mr. Ye Tian Liu, Mr. Lai Yun Hung and Dr. Ko Peter, Ping Wah.