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HAICHANG HOLDINGS LTD.

海昌控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2255)

VOLUNTARY ANNOUNCEMENT APPOINTMENT OF HONORARY CHAIRMAN

The board of directors (the “**Board**”) of Haichang Holdings Ltd. (the “**Company**”) is pleased to announce that Mr. Yoshihiko Miyauchi (“**Mr. Miyauchi**”) was appointed as the Honorary Chairman of the Company on 27 March 2015 for a term of three (3) years commencing from the even date.

The Board believes that Mr. Miyauchi will be able to contribute to the Company by providing advice to the Board with respect to various areas including the planning and development, investment strategy, corporate management and cross-border cooperation of the Company. The role of Mr. Miyauchi is in a strictly advisory capacity and he will not participate in the management nor operation of the Company and its subsidiaries.

The Board would like to express its warm welcome to Mr. Miyauchi to join the Company.

By Order of the Board
Haichang Holdings Ltd.
Wang Xuguang
Executive Director and Chief Executive Officer

Dalian, the People’s Republic of China, 27 March 2015

As at the date of this announcement, the executive directors of the Company are Mr. Wang Xuguang, Mr. Zhao Wenjing and Mr. Qu Naiqiang; the non-executive directors of the Company are Mr. Qu Naijie, Mr. Makoto Inoue and Mr. Yuan Bing; and the independent non-executive directors of the Company are Prof. Fang Hongxing, Mr. Sun Jianyi and Prof. Xie Yanjun.