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BEAUTIFUL CHINA HOLDINGS COMPANY LIMITED
美麗中國控股有限公司

(incorporated in Bermuda with limited liability)

(Stock Code: 706)

APPOINTMENT OF NON-EXECUTIVE DIRECTOR

The Board is pleased to announce the appointment of Mr. Chen as a non-executive Director with effect from 19 August 2016.

APPOINTMENT OF NON-EXECUTIVE DIRECTOR

Reference is made to the announcement of Beautiful China Holdings Company Limited (the “**Company**”) dated 22 June 2016, 5 July 2016 and 12 July 2016 (the “**Announcements**”) in relation to, among others, the Subscription. Unless otherwise defined, capitalised terms used herein shall have the same meanings as those defined in the Announcements.

According to the Subscription Agreement (as amended from time to time), completion of the Subscription of the Tranche B NSCB shall be subject to, among others, the appointment of the Designated Director.

After due and careful consideration, both nomination committee and the board (the “**Board**”) of directors (“**Directors**”) of the Company are in the view that Mr. Chen Chun Tung Jason (“**Mr. Chen**”), the candidate nominated by the Subscriber, possesses enriched knowledge and experience in the capital market and investment industry, which can contribute to the future development of the Company. The Board is pleased to announce the appointment of Mr. Chen as a non-executive Director with effect from 19 August 2016.

Mr. Chen Chun Tung Jason, aged 32, is currently responsible for direct investments at China Huarong International Holdings Limited. He was previously a director in Corporate Finance Department responsible for leading origination and execution of corporate finance transactions and providing strategic advisory in Greater China at Standard Chartered Securities (Hong Kong) Limited from 2010 to 2015 and an associate at the Investment Banking Department of Citigroup Global Markets Asia Limited from 2006 to 2010. Mr. Chen holds a Bachelor of Science degree in Industrial Engineering Operations Research (cum laude) from Columbia University.

Mr. Chen has entered into a letter of appointment with the Company and is subject to retirement by rotation and re-election in accordance with the bye-laws of the Company. As determined by the Board, Mr. Chen is entitled to an annual director's fee of HK\$144,000, by reference to his background, experience, duties and responsibilities with the Company and the prevailing market conditions. His specific term of office is for one year but he will hold office until the next following annual general meeting of the Company at which he will be eligible for re-election. Thereafter, he will be subject to retirement by rotation and re-election pursuant to the bye-laws of the Company.

As at the date of this announcement, (i) Mr. Chen did not have any relationship with any Directors, senior management or substantial or controlling shareholders of the Company; (ii) he did not have any interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong); (iii) he did not hold any other directorships in public companies the securities of which are listed on any securities market in Hong Kong or overseas in the last three years; and (iv) he did not hold other positions with other members of the Group.

There is no other information to be disclosed pursuant to the requirements of the Rules 13.51(2)(h) to 13.51(2)(v) of the Rules Governing The Listing of Securities on the Stock Exchange of Hong Kong Limited relating to the appointment of Mr. Chen as a non-executive Director and there is no other matter that needs to be brought to the attention of the shareholders of the Company.

The Board would like to extend a warm welcome to Mr. Chen on joining the Company.

For and on behalf of
Beautiful China Holdings Company Limited
Tan Shu Jiang
Executive Director

Hong Kong, 19 August 2016

As at the date of this announcement, the Board comprises Mr. Sze Wai Marco, Mr. Zhou Wei Feng, Mr. Tan Shu Jiang and Mr. Pan Tingxuan as executive Directors, Mr. Law Fei Shing and Mr. Chen Chun Tung Jason as non-executive Directors, and Mr. Chong Yiu Kan, Sherman, Mr. Lum Pak Sum and Mr. Liu Liyang as independent non-executive Directors.