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BINGO GROUP HOLDINGS LIMITED
比高集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8220)

APPOINTMENT OF EXECUTIVE DIRECTOR

The Board of the Company is pleased to announce that Ms. Zhang has been appointed as an executive director of the Company with effect from 4 October 2012.

The board (the “Board”) of directors (the “Director”) of Bingo Group Holdings Limited (the “Company”) is pleased to announce that Ms. Zhang Yibo (“Ms. Zhang”) has been appointed as an executive director of the Company with effect from 4 October 2012.

Ms. Zhang, aged 32, joined the Company as Vice President since May 2011. Ms. Zhang is currently a director of Bingo Cinema Investment Company Limited and Bingo Cinema Management Company Limited and both of which are the wholly-owned subsidiaries of the Company. Ms. Zhang graduated from New York University – Leonard N. Stern School of Business and Hong Kong University of Science and Technology with Master of Business Administration (“MBA”) in early 2011. Prior to studying her MBA, she had six years of work experience spanning banking, equity sales, and investment management in both Hong Kong and Mainland China. She specializes in China businesses, venture capital and private equity, and financial analysis. She also has extensive knowledge and strong connections in the digital media and gaming industry.

Pursuant to a letter of appointment dated 4 October 2012, Ms. Zhang's appointment shall continue to be effective unless terminated by not less than two months' notice in writing served by either party on the other or two months' salary in lieu of notice. Ms. Zhang's appointment is subject to retirement and re-election at the next general meeting of the Company after her appointment and thereafter subject to retirement by rotation and re-election in accordance to the articles of association of the Company. Ms. Zhang is entitled to receive a fixed director's emoluments of HK\$720,000 per annum, HK\$60,000 year-end bonus payable at the end of the year or such other date as determined by the Board plus performance based discretionary bonus. Ms. Zhang's emoluments were determined by the Board with reference to her experience, duties and responsibilities.

Save as disclosed above, Ms. Zhang did not hold any directorship in other listed public company in the last three years preceding the date of her appointment or any other position with the Company or any of its subsidiaries. Ms. Zhang does not have any relationship with any directors, senior management, substantial shareholders or controlling shareholders of the Company. As at the date of this announcement, Ms. Zhang has 10,000,000 share options of the Company. Save as disclosed above, Ms. Zhang does not have any other interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

Save as disclosed above, there is no information relating to Ms. Zhang that is required to be disclosed pursuant to Rules 17.50(2)(h) to (v) of the Rules Governing the Listing of Securities on the Growth Enterprise Market of the Stock Exchange of Hong Kong Limited and any other matter that needs to be brought to the attention of the shareholders of the Company in relation to Ms. Zhang's appointment.

The Board would like to take this opportunity to welcome Ms. Zhang to join the Board.

By order of the Board
BINGO GROUP HOLDINGS LIMITED
Chan Cheong Yee
Executive Director

Hong Kong, 4 October 2012

As at the date of this announcement, the Company's executive Directors are Mr. Chiau Sing Chi, Mr. Chan Cheong Yee, Mr. Yik Chok Man, Mr. Fok Wai Ming Jackie and Ms. Zhang Yibo, the Company's non-executive Directors are Mr. Chong Lee Chang and Mrs. Chin Chow Chung Hang, Roberta, and the Company's independent non-executive Directors are Mrs. Chen Chou Mei Mei, Vivien, Mr. Chum Kwan Yue, Desmond and Mr. Wong Chak Keung.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this document misleading.

This announcement will remain on the 'Latest Company Announcements' page of the GEM website (www.hkgem.com) for at least 7 days from its date of publication and on the website of the Company at www.bingogroup.com.hk.