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CHINA HAIDIAN HOLDINGS LIMITED

中國海澱集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 256)

PROPOSED CHANGE OF COMPANY NAME

The Board proposes to change the English name of the Company from “China Haidian Holdings Limited” to “Citychamp Watch & Jewellery Group Limited” and the Chinese name of the Company from “中國海澱集團有限公司” to “冠城鐘錶珠寶集團有限公司”. The Proposed Change of Company Name is subject to approval by the Shareholders at the Annual General Meeting and approval by the Registrar of Companies in the Cayman Islands.

PROPOSED CHANGE OF COMPANY NAME

The board of directors (the “Board”) of China Haidian Holdings Limited (the “Company”) proposes to change the English name of the Company from “China Haidian Holdings Limited” to “Citychamp Watch & Jewellery Group Limited” and the Chinese name of the Company from “中國海澱集團有限公司” to “冠城鐘錶珠寶集團有限公司” (hereinafter referred to as the “Proposed Change of Company Name”).

CONDITIONS OF THE PROPOSED CHANGE OF COMPANY NAME

The Proposed Change of Company Name is subject to the following:

- (a) the passing of a special resolution by the shareholders of the Company (the “Shareholders”) approving the Proposed Change of Company Name at the annual general meeting of the Company (the “Annual General Meeting”); and

- (b) the Registrar of Companies in the Cayman Islands approving the Proposed Change of Company Name.

The relevant filing with the Registrar of Companies in the Cayman Islands will be made after the passing of the special resolution at the Annual General Meeting.

The Proposed Change of Company Name will take effect from the date on which the new names of the Company are entered in the register by the Registrar of Companies in the Cayman Islands. Thereafter, the Company will carry out any necessary filing procedures with the Registrar of Companies in Hong Kong as required under the applicable laws, rules and regulations of Hong Kong.

REASONS FOR THE PROPOSED CHANGE OF COMPANY NAME

As the Company proposes to focus core activity of the Company and its subsidiaries (collectively, the “Group”) on watch and jewellery business, the Board considers that the Proposed Change of Company Name can more accurately reflect the principal activities of the Group and provide the Company with a fresh new corporate image and identity.

The Board is of the opinion that the Proposed Change of Company Name will clearly benefit the Company’s future business development and is in the best interests of the Company and the Shareholders as a whole.

EFFECTS OF THE PROPOSED CHANGE OF COMPANY NAME

The Proposed Change of Company Name will not affect any rights of the holders of securities of the Company or the Company’s daily business operation and its financial position.

All existing certificates of securities in issue bearing the present names of the Company shall, after the Proposed Change of Company Name becoming effective, continue to be evidence of title to such securities and the existing share certificates will continue to be valid for trading, settlement, registration and delivery purposes. There will not be any arrangement for exchange of the existing share certificates for new share certificates bearing the new names of the Company. Once the Proposed Change of Company Name becomes effective, new share certificates will be issued only in the new names of the Company.

GENERAL

A circular containing, among other things, details of the Proposed Change of Company Name and a notice of the Annual General Meeting will be despatched to the Shareholders as soon as practicable.

For and on behalf of
China Haidian Holdings Limited
Hon Kwok Lung
Chairman

Hong Kong, 20 April 2012

As at the date of this announcement, the Board of the Company comprises Mr. Hon Kwok Lung, Mr. Shang Jianguang, Mr. Shi Tao, Mr. Lam Toi Man, Mr. Bi Bo and Ms. Sit Lai Hei, who are the Executive Directors, and Mr. Fung Tze Wa, Dr. Kwong Chun Wai Michael and Mr. Li Qiang, who are the Independent Non-Executive Directors.