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INSIDE INFORMATION

This announcement is made by EC-Founder (Holdings) Company Limited (the “**Company**”) pursuant to Rule 13.09(2) of the of The Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules).

On 31 July 2013 (after trading hours), the Company received a letter from a legal firm in China (the “**Letter of Chinese Lawyer**”) in respect of the possibility of omitted payment of the Chinese customs duties for the goods of Beijing Founder Century Information System Co., Ltd., the indirectly wholly-owned subsidiary of the Company. The Letter of Chinese Lawyer stated that the late payment of the Chinese customs duties and the fine may amount to approximately RMB10 million in total.

Further announcement will be made by the Company in compliance with the Listing Rules as and when it is appropriate upon the issue of official legal documents in respect of the administrative penalty by the Chinese Customs.

By order of the Board of
EC-Founder (Holdings) Company Limited
Yu Li
Chairwoman

Hong Kong, 1 August 2013

As at the date of this announcement, the board of directors of the Company comprises executive directors of Ms Yu Li (Chairwoman), Mr Fang Hao (President), Mr Zhou Bo Qin, Mr Zhang Zhao Dong, Mr Xie Ke Hai and Mr Zheng Fu Shuang, and the independent non-executive directors of Mr Li Fat Chung, Ms Wong Lam Kit Yee and Ms Cao Qian.

* For identification purpose only