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CITYCHAMP WATCH & JEWELLERY GROUP LIMITED

冠城鐘錶珠寶集團有限公司

(Formerly known as 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)

CHANGE OF COMPANY NAME CHANGE OF STOCK SHORT NAME AND CHANGE OF COMPANY WEBSITE

The Board is pleased to announce that the English name of the Company has been changed from “CHINA HAIDIAN HOLDINGS LIMITED” to “CITYCHAMP WATCH & JEWELLERY GROUP LIMITED” and the Chinese name of the Company has been changed 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 stock short names for trading in the Shares on the Stock Exchange will be changed from “CHINA HAIDIAN” to “CITYCHAMP” in English and from “中國海澱” to “冠城鐘錶珠寶” in Chinese with effect from 9:00 a.m. on 7 July 2014. The stock code of the Company remains as “256”.

The website of the Company has been changed from “<http://www.irasia.com/listco/hk/chinahaidian>” to “<http://www.irasia.com/listco/hk/citychamp>”.

Reference is made to the announcement of CHINA HAIDIAN HOLDINGS LIMITED (now known as CITYCHAMP WATCH & JEWELLERY GROUP LIMITED) (the “Company”) dated 24 March 2014 and the circular of the Company dated 17 April 2014 (the “Circular”) in relation to, among other things, the Proposed Change of Company Name. Capitalised terms used herein shall have the same meanings as those defined in the Circular unless otherwise stated.

CHANGE OF COMPANY NAME

The Board is pleased to announce that the English name of the Company has been changed from “CHINA HAIDIAN HOLDINGS LIMITED” to “CITYCHAMP WATCH & JEWELLERY GROUP LIMITED” and the Chinese name of the Company has been changed from “中國海澱集團有限公司” to “冠城鐘錶珠寶集團有限公司”.

Subsequent to the passing of a special resolution in relation to the Change of Company Name by the Shareholders at the Annual General Meeting held on 21 May 2014, the Certificate of Incorporation on Change of Name was issued by the Registrar of Companies in the Cayman Islands on 26 May 2014 and the Certificate of Registration of Alteration of Name of Registered Non-Hong Kong Company was issued by the Registrar of Companies in Hong Kong on 17 June 2014.

CHANGE OF STOCK SHORT NAME

The stock short names for trading in the Shares on the Stock Exchange will be changed from “CHINA HAIDIAN” to “CITYCHAMP” in English and from “中國海澱” to “冠城鐘錶珠寶” in Chinese with effect from 9:00 a.m. on 7 July 2014. The stock code of the Company remains as “256”.

EFFECTS OF THE CHANGE OF COMPANY NAME

The Change of Company Name will not affect any of the rights of the holders of securities of the Company. All existing certificates of securities in issue bearing the former names of the Company shall 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. New share certificates will be issued only in the new names of the Company.

CHANGE OF COMPANY WEBSITE

The website of the Company has been changed from “<http://www.irasia.com/listco/hk/chinahaidian>” to “<http://www.irasia.com/listco/hk/citychamp>”.

By order of the Board
Citychamp Watch & Jewellery Group Limited
Hon Kwok Lung
Chairman

Hong Kong, 30 June 2014

As at the date of this announcement, the Board comprises Mr. Hon Kwok Lung, Mr. Shang Jianguang, Mr. Shi Tao, Mr. Lam Toi Man, Mr. Bi Bo and Ms. Sit Lai Hei as the executive Directors; and Mr. Fung Tze Wa, Dr. Kwong Chun Wai, Michael and Mr. Li Qiang as the independent non-executive Directors.