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COOLPAD GROUP LIMITED

酷派集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2369)

APPOINTMENT OF DIRECTORS AND CHIEF EXECUTIVE OFFICER

The Board is pleased to announce that, with effect from 16 August 2016, Mr. Liu Jiangfeng has been appointed as an executive Director and the chief executive officer of the Company, and Mr. Abulikemu Abulimiti has been appointed as an executive Director.

The board (the “**Board**”) of directors (each a “**Director**”) of Coolpad Group Limited (the “**Company**”, together with its subsidiaries, collectively the “**Group**”) is pleased to announce that, with effect from 16 August 2016, Mr. Liu Jiangfeng (the “**Mr. Liu**”) has been appointed as an executive Director and the chief executive officer of the Company (the “**Chief Executive Officer**”), and Mr. Abulikemu Abulimiti (the “**Mr. Abulimiti**”) has been appointed as an executive Director.

APPOINTMENT OF MR. LIU

Mr. Liu has been appointed as an executive Director and the Chief Executive Officer with effect from 16 August 2016.

Mr. Liu, aged 44. Mr. Liu graduated from Southeast University with a Bachelor’s Degree in Computer Science in 1992. Mr. Liu has more than 20 years of experience in communication industry. He had served in Huawei for 19 years since 1996 and had successively served as the president of Global Technology Service Division, vice president of Network Product Line, vice president of Asia Pacific District and the president of Honor Business Unit. Under Mr. Liu’s leadership, Honor, an independent subsidiary brand of Huawei, has become one of the most famous e-commerce brands in the mainland China. In 2015, Mr. Liu founded Dmall Fresh (Beijing) E-Commerce Co., Ltd., a retail platform selling fresh fruits and daily necessities online.

Save as disclosed above, Mr. Liu did not hold any directorship in any other listed public companies in the last three years, nor does he hold any other position with the Company and other members of the Group.

Mr. Liu has entered into a service contract with the Company for a fixed term of 3 years commencing on 16 August 2016. According to Article 86(3) of the articles association of the Company (the “**Articles**”), Mr. Liu (appointed to fill in the casual vacancy on the Board) shall hold office until the next general meeting of the Company after his appointment and shall then be eligible for re-election. He is subject to the retirement by rotation and re-election at the annual general meetings of the Company in accordance with the Articles of the Company. Mr. Liu is entitled to a fixed annual salary in the amount of RMB2,400,000 which was determined by the Board based on the recommendation by the remuneration committee of the Company, with reference to his duties and responsibilities with the Company and the market rate for the position.

As at the date of this announcement, Mr. Liu holds 3,900,000 interests 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) (the “**SFO**”). As at the date of this announcement, Mr. Liu does not have any relationship with any other Directors, senior management or any substantial or controlling shareholders of the Company.

Save as disclosed above, the Board is not aware of any other matters in relation to Mr. Liu’s appointment as an executive Director and the Chief Executive Officer that need to be brought to the attention of the shareholders of the Company nor any information that is required to be disclosed pursuant to 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 (the “**Listing Rules**”).

APPOINTMENT OF MR. ABULIMITI

Mr. Abulimiti has been appointed as an executive Director with effect from 16 August 2016.

Mr. Abulimiti, aged 35, is the vice president of Strategic Management of LeEco Holding Ltd. Mr. Abulimiti graduated from the Department of Biology at Tsinghua University with a Bachelor degree in 2004, and from Tsinghua University School of Economics and Management with a Master degree in 2006. Before joining LeEco, Mr. Abulimiti served as the executive director of Roland Berger Strategy Management Consultants (Shanghai) Ltd., responsible for business development and project management in the fields of Internet, consumer goods and aviation. Mr. Abulimiti joined LeEco in 2014 and takes the overall responsibility of LeEco’s global strategic planning and strategic operation and management to promote ecological business development and investment planning and management. Mr. Abulimiti is also jointly responsible for LeEco’s organizational structure and organizational performance management. In addition, Mr. Abulimiti is in charge of synergizing LeEco’s ecosystem segments and cross-sector coordination, internal governance and management, and information systems planning and development. Mr. Abulimiti is also a non-executive director of TCL Communication Technology Holding Ltd. (Stock Code: 1070), the shares of which are listed on the Main Board of The Stock Exchange of Hong Kong Limited.

Save as disclosed above, Mr. Abulimiti did not hold any directorship in any other listed public companies in the last three years, nor does he hold any other position with the Company and other members of the Group.

Mr. Abulimiti has entered into a service contract with the Company for a fixed term of 3 years commencing on 16 August 2016. According to Article 86(3) of the Articles, Mr. Abulimiti (appointed as an addition to the Board) shall hold office until the next annual general meeting of the Company after his appointment and shall then be eligible for re-election. He is subject to the retirement by rotation and re-election at the annual general meetings of the Company in accordance with the Articles of the Company. Mr. Abulimiti is entitled to a fixed annual salary in the amount of RMB1,000,000, which was determined by the Board based on the recommendation by the remuneration committee of the Company, with reference to his duties and responsibilities with the Company and the market rate for the position.

As at the date of this announcement, Mr. Abulimiti does not hold any interest in the shares of the Company within the meaning of Part XV of the SFO and does not have any relationship with any other Directors, senior management or any substantial or controlling shareholders of the Company.

Save as disclosed above, the Board is not aware of any other matters in relation to Mr. Abulimiti's appointment as an executive Director that need to be brought to the attention of the shareholders of the Company nor any information that is required to be disclosed pursuant to Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules.

The Board would like to take this opportunity to welcome Mr. Liu and Mr. Abulimiti to join the Board.

By order of the Board
Coolpad Group Limited
JIA YUETING
Chairman

Hong Kong, 16 August 2016

As at the date of this announcement, the executive Directors are Mr. Jia Yueting, Mr. Jiang Chao, Mr. Liu Hong, Mr. Liu Jiangfeng, Mr. Li Bin and Mr. Abulikemu Abulimiti and the independent non-executive Directors are Dr. Huang Dazhan, Mr. Xie Weixin and Mr. Chan King Chung.