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Crown International Corporation Limited

皇冠環球集團有限公司

(Incorporated in Hong Kong with limited liability)

(Stock code: 727)

**RESIGNATION OF EXECUTIVE DIRECTOR, CHAIRMAN OF THE BOARD,
GROUP CHIEF EXECUTIVE OFFICER, CHAIRMAN OF EXECUTIVE
COMMITTEE AND MEMBER OF REMUNERATION, QUALITY AND
NOMINATION COMMITTEE;**

**APPOINTMENT OF CHAIRMAN OF THE BOARD, GROUP CHIEF EXECUTIVE
OFFICER AND CHAIRMAN OF EXECUTIVE COMMITTEE;**

AND

APPOINTMENT OF CHIEF FINANCIAL OFFICER

**RESIGNATION OF EXECUTIVE DIRECTOR, CHAIRMAN OF THE BOARD,
GROUP CHIEF EXECUTIVE OFFICER, CHAIRMAN OF EXECUTIVE
COMMITTEE AND MEMBER OF REMUNERATION, QUALITY AND
NOMINATION COMMITTEE**

The Board of Directors (the “**Board**”) of Crown International Corporation Limited (the “**Company**”) announces that Mr. LIAO Pin Tsung (“**Mr. Liao**”) had tendered his resignation as an Executive Director, the Chairman of the Board, the Group Chief Executive Officer, the Chairman of the Executive Committee and a member of the Remuneration, Quality and Nomination Committee of the Company with effect from 31 March 2015 due to his other personal commitment and his resignation has been considered and accepted by the Board.

Mr. Liao has confirmed that he has no disagreement with the Board and there are no other matters in relation to his resignation that need to be brought to the attention of the holders of securities of the Company. The Board would like to take this opportunity to express its sincere gratitude to Mr. Liao for his valuable contribution to the Company during his tenure.

**APPOINTMENT OF CHAIRMAN OF THE BOARD, GROUP CHIEF EXECUTIVE
OFFICER AND CHAIRMAN OF EXECUTIVE COMMITTEE**

Mr. MENG Jin Long (“**Mr. Meng**”), a current Executive Director of the Company, was appointed as the Chairman of the Board, the Group Chief Executive Officer and the Chairman of the Executive Committee with effect with 31 March 2015.

Mr. Meng, aged 31, joined the Crown Group in 2012. He obtained his Bachelor Degree of Business Administration from Jing Qiao University in China. Before joining the Crown Group, Mr. Meng was a sales director at a real estate investment company in Beijing. He assisted in land and property development, shopping mall leasing and management and managed selling and leasing several real estate projects.

Mr. Meng has entered into a service agreement with the Company for a term of three years commencing on 27 May 2014. Mr. Meng will be entitled to receive a director's fee of HK\$300,000 per annum. The emoluments of Mr. Meng have been approved by the Board, and are subject to annual review by the Remuneration, Quality and Nomination Committee, with reference to prevailing market conditions and to his duties and responsibilities at the Company. His term of office is subject to retirement by rotation and re-election in accordance with the Articles of Association of the Company and Code on Corporate Governance Practices of the Listing Rules.

Save as disclosed above, (i) Mr. Meng has not held any directorships in any other listed public companies in the last three years immediately prior to the date of this announcement; (ii) he does not have any relationships with any Directors, senior management, substantial shareholders or controlling shareholders as defined in The Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules"); (iii) Mr. Meng does not have any interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance; and (iv) there is no other information relating to the appointment of Mr. Meng that needs to be brought to the attention of the shareholders of the Company nor any information that needs to be disclosed pursuant to requirements of Rules 13.51(2)(h) to (v) of the Listing Rules.

APPOINTMENT OF CHIEF FINANCIAL OFFICER

Mr. Ho Kin Cheong, Kelvin ("**Mr. Ho**"), was appointed as the Chief Financial Officer of the Company with effect from 30 March 2015.

Mr. Ho holds a Bachelor of Business Administration degree in Accountancy. He is a fellow member of the Association of Chartered Certified Accountants and an associate member of the Hong Kong Institute of Certified Public Accountants. He has over 24 years experience in finance and accounting.

The Board would like to take this opportunity to welcome Mr. Ho to his new appointment.

By order of the Board
Crown International Corporation Limited
MENG Jin Long
Executive Director

30 March 2015

As at the date of this announcement, the Board comprises:

Executive Director:

Mr. MENG Jin Long

Non-executive Director:

Mr. LIU Hong Shen (Vice Chairman)

Independent Non-executive Directors:

Mr. LONG Tao, Mr. REN Guo Hua and Mr. CHEN Fang