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PROPOSED CHANGE OF COMPANY NAME

The Board announces that a special resolution will be proposed at the SGM to approve the change of the English name of the Company from “EC-Founder (Holdings) Company Limited” to “Peking University Resources (Holdings) Company Limited” and the adoption of the Chinese name “北大資源(控股)有限公司” as the Company’s secondary name to replace “方正數碼(控股)有限公司”, which has been used for identification purposes only.

A circular containing, among other things, information in relation to the Change of Company Name and a notice convening the SGM to approve the Change of Company Name will be despatched to the Shareholders as soon as practicable.

PROPOSED CHANGE OF COMPANY NAME

The board (“**Board**”) of directors (“**Directors**”) of EC-Founder (Holdings) Company Limited (“**Company**”, together with its subsidiaries) proposes to change the English name of the Company from “EC-Founder (Holdings) Company Limited” to “Peking University Resources (Holdings) Company Limited” and adopt the Chinese name “北大資源(控股)有限公司” as the Company’s secondary name to replace “方正數碼(控股)有限公司”, which has been used for identification purposes only (“**Change of Company Name**”).

CONDITIONS OF THE CHANGE OF COMPANY NAME

The proposed Change of Company Name will be subject to the following conditions:

- (1) the passing of a special resolution by the shareholders of the Company (“**Shareholders**”) at a special general meeting of the Company (“**SGM**”) to approve the Change of Company Name; and
- (2) the entry of the new name and new secondary name of the Company in place of its existing name on the register maintained by the Registrar of Companies in Bermuda.

Subject to the satisfaction of the conditions set out above, the Change of Company Name will take effect from the date of entry of the new name and new secondary name of the Company on the register maintained by the Registrar of Companies in Bermuda. The Company will then carry out the necessary filing procedures with the Registrar of Companies in Hong Kong.

REASONS FOR THE CHANGE OF COMPANY NAME

The Board considers that the Change of Company Name will provide the Company with a new corporate image and to reflect the Company's strategy to diversify its business. The Board believes that the new company name and new secondary name can provide the Company with a fresh identity and image which will benefit the Company's future business development and is in the interest of the Company and its shareholders as a whole.

EFFECT OF THE CHANGE OF COMPANY NAME

The Change of Company Name will not affect any rights of the holders of securities of the Company. The existing certificates of securities in issue bearing the present name of the Company will, 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 certificates of securities for new certificates bearing the new name of the Company.

Once the Change of Company Name becomes effective, new certificates of securities will be issued only in the new name of the Company. Further announcement(s) will be made by the Company to inform the Shareholders of the results of the SGM, the effective date of the Change of Company Name and the new stock short name of the Company for trading of the shares of the Company on The Stock Exchange of Hong Kong Limited.

GENERAL

The SGM will be convened to consider and, if thought fit, approve the Change of Company Name. A circular containing, among other things, information in relation to the Change of Company Name and a notice convening the SGM to approve the Change of Company Name will be despatched to the Shareholders as soon as practicable.

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

Hong Kong, 28 August 2013

As at the date of this announcement, the Board 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