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CHINA RONGZHONG FINANCIAL HOLDINGS COMPANY LIMITED

中國融眾金融控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 3963)

APPOINTMENT OF EXECUTIVE DIRECTOR

The board of directors (collectively, the “**Board**”, and each a “**Director**”) of China Rongzhong Financial Holdings Company Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) is pleased to announce that Mr. Yao Feng (“**Mr. Yao**”) has been appointed as an executive Director of the Company (“**Executive Director**”) with effect from 29 August 2016.

Mr. Yao, aged 41, graduated from Central China Normal University first in June 1995 majoring in economics management, and then in June 1997 majoring in computer technology and application. In June 1997, he graduated from Zhongnan University of Economics majoring in business administration. In August 2004, he obtained the qualification of senior operator from the Hubei Labour and Social Security Department.

Before joining the Group, Mr. Yao worked as an administrative management officer for Zhongxing Electric Appliances Factory from 1996 to 1997. From 1998 to 1999, he worked as a manager assistant for Wuhan Xinhonfeng Trading Co., Ltd. and from 2000 to 2001, he worked in the sales department of Zhangjiang Securities Co, Ltd.

Mr. Yao joined Rongzhong International Financial Leasing Co., Ltd. (“**Rongzhong PRC**”), a wholly owned subsidiary of the Company, as a deputy general manager on 18 May 2010 and has been appointed as the chief risk officer of Rongzhong PRC since 1 November 2015. Mr. Yao has primarily been responsible for overseeing the risk management and asset preservation of the Group, as well as supervising certain divisions of the Sales Development Department of Rongzhong PRC.

Mr. Yao has entered into a service contract with the Group for his appointment as an Executive Director for an initial term of 2 years commencing from 29 August 2016, subject to re-election at the next annual general meeting of the Company and retirement by rotation in accordance with the provisions of the Memorandum and Articles of Association of the Company. The fixed remuneration of Mr. Yao as specified in his service contract is Renminbi (“**RMB**”) 492,000 per annum, which was determined by the Board (the decision of which was based on the recommendation of the remuneration committee of the Company) with reference to his duties and responsibilities with the Group and the market rate for similar position. Such remuneration is subject to review by the remuneration committee of the Company from time to time.

As at the date of this announcement, Mr. Yao has a personal interest in 84,000 shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Save as disclosed herein, Mr. Yao does not currently hold any other position with the Company or other members of the Group, and he does not have any relationship with any other Directors, senior management or any substantial or controlling shareholders of the Company. He has not held any directorship in the past three years in any other public companies the securities of which are listed on any securities market in Hong Kong or overseas. There are no other matters concerning Mr. Yao's appointment as Executive Director that need to be brought to the attention of the shareholders of the Company, and there is no information that needs to be disclosed pursuant to any of the requirements set out in paragraphs 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The Board would like to take this opportunity to welcome Mr. Yao to join the Board.

By order of the Board
China Rongzhong Financial Holdings Company Limited
Xie Xiaoqing
Chairman

Hong Kong, 29 August 2016

As at the date of this announcement, the executive Directors of the Company are Mr. Xie Xiaoqing, Mr. Li Fan and Mr. Yao Feng; the non-executive Directors of the Company are Mr. Ding Chung Keung Vincent, Ms. Wong Jacqueline Yue Yee and Mr. Sun Changyu and the independent non-executive Directors of the Company are Mr. Nie Yong, Mr. Duan Chang Feng, and Ms. Zou Lin.