

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



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)

RESIGNATION OF EXECUTIVE DIRECTOR AND CHIEF EXECUTIVE OFFICER; CHANGE OF CHIEF EXECUTIVE OFFICER AND CHANGE IN THE COMPOSITION OF THE BOARD COMMITTEE

The Board hereby announces the following changes in the composition of the Board, in each case with effect from 1 September 2016:

1. Mr. Li Fan has resigned as an Executive Director and from the position of CEO and has ceased to be a member of the Risk Management Committee; and
2. Mr. Yao Feng, an Executive Director, has been appointed as the CEO and a member of the Risk Management Committee.

RESIGNATION OF EXECUTIVE DIRECTOR AND CHIEF EXECUTIVE OFFICER

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**”) hereby announces that Mr. Li Fan (“**Mr. Li**”) has resigned as an executive Director (“**Executive Director**”) and from the position of chief executive officer (“**CEO**”) of the Company, due to personal reasons, with effect from 1 September 2016. Simultaneously to each of his resignation stated above, Mr. Li has ceased to be a member of the risk management committee of the Board (“**Risk Management Committee**”).

Mr. Li has confirmed that he has no disagreement with the Board and that there are no matters in relation to his resignation that need to be brought to the attention of the shareholders of the Company.

CHANGE OF CHIEF EXECUTIVE OFFICER AND CHANGE IN COMPOSITION OF BOARD COMMITTEE

Following the resignation of Mr. Li, Mr. Yao Feng (“**Mr. Yao**”), an Executive Director, has been appointed as the CEO and a member of the Risk Management Committee, in each case with effect from 1 September 2016. As the CEO, Mr. Yao is primarily responsible for the Group’s development, strategic planning, positioning and overall operational management. Mr. Yao had served as a deputy general manager of the Group since May 2010 and was appointed as the chief risk officer of the Group since November 2015. Mr. Yao has been appointed as an Executive Director on 29 August 2016. For further information regarding Mr. Yao, please refer to the Company’s announcement titled “APPOINTMENT OF EXECUTIVE DIRECTOR” and published on the website, namely “HKEXnews”, of The Stock Exchange of Hong Kong Limited on 29 August 2016. Save and except as disclosed in such announcement, Mr. Yao is not entitled to any other emoluments nor entered into any other service contract with the Group. Mr. Yao’s length of service as CEO shall be the same as his service as the Executive Director.

The Board would like to take this opportunity to express its gratitude and appreciation to Mr. Li’s contribution to the Company during his tenure of office and express its warmest welcome to Mr. Yao for his new roles in the Company.

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

Hong Kong, 1 September 2016

As at the date of this announcement, the executive Directors of the Company are Mr. Xie Xiaoqing 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.