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中國天溢控股有限公司  
**China Tianyi Holdings Limited**  
*(incorporated in the Cayman Islands with limited liability)*  
(Stock code: 00756)

## **VOLUNTARY ANNOUNCEMENT**

### **APPOINTMENT OF CHIEF OPERATING OFFICER AND MANAGING DIRECTOR OF NFCOJ DIVISION**

China Tianyi Holdings Limited (the “**Company**”) is pleased to announce that Mr. Hsu Mi-Chien (許彌堅) as a Chief Operating Officer of the Company and a Managing Director of the Group’s Not-from-Concentrated Orange Juice (the “**NFCOJ**”) Division, with effect from 19 August 2014. The following is the biographies of Mr. Hsu:

Mr. Hsu, aged 53, is the Chief Operating Officer of the Company and a President of the Group’s NFCOJ Division. He is responsible for the brand building, the market operations strategic management and market development of the Group’s existing products and the NFCOJ. He joined the Group in July 2014. Mr. Hsu graduated from Oxford College in Taipei Tamsui (Aletheia University) and received his bachelor degree in Business Administration Department of Tourism in 1985. After graduation, Mr. Hsu served as senior sales management positions in two large trading companies (Tait & Co., Ltd and EAC, East Asiatic Company) in Taiwan and American Mars Foods Co., Ltd., Taiwan Branch. He traveled to China for further career development, between 2003 to 2006, Mr. Hsu served as the Associate of sales and marketing department of the business sectors in Southern, Central and Northeast China in Ting Hisin International Group. He was responsible for optimisation of the execution of brand strategy and regional strategy, and also the enhancement of brand in the market share in Central China. During 2007 to 2009, Mr. Hsu worked in Gold Hongye Paper (Suzhou Industrial Park) Co., Ltd. (金紅葉紙業(蘇州工業園區)有限公司) of Sinar Mas Group (APP) and Youge Biology Science and Technology Co., Ltd. as general manager, board of directors and other key positions. Mr. Hsu served as general manager South China Region and

general manager Division of Drinks of Beijing Huiyuan Group Food & Beverage Co. during 2009 to 2013, was responsible for new product development, brand building, marketing operations management and organizational planning strategy, reform and integration of the existing operators and regional improvement. During 2013 to June 2014, Mr. Hsu worked in Sugere Daily Chemicals Co., Ltd. as general manager of marketing centers, responsible for enhancement of marketing system and management of the company. He has been engaged in business management and marketing management related work since graduation and has gained more than 25 years of experience in this industry.

The Company would like to express its warm welcome to Mr. Hsu for taking up the appointment.

By order of the Board  
**China Tianyi Holdings Limited**  
**Sin Ke**  
*Chairman*

Hong Kong, 19 August 2014

*As at the date of this announcement, the Board comprises: Mr. SIN Ke and Mr. SAN Kwan as executive Directors; and Mr. ZENG Jianzhong, Mr. ZHUANG Weidong and Mr. ZHUANG Xueyuan as independent non-executive Directors*