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**BEAUTIFUL CHINA HOLDINGS COMPANY LIMITED**  
**美麗中國控股有限公司**

*(incorporated in Bermuda with limited liability)*

(Stock Code: 706)

**CHANGE OF CHIEF EXECUTIVE OFFICER**

The Board announces that (i) Mr. Sze has resigned as CEO with effect from 18 July 2014 but remains as an executive Director; and (ii) Mr. Zhou, as an executive Director, has been appointed as CEO with effect from the same day.

**CHANGE OF CHIEF EXECUTIVE OFFICER**

The board (the “**Board**”) of directors (the “**Directors**”) of Beautiful China Holdings Company Limited (the “**Company**”) announces that (i) Mr. Sze Wai Marco (“**Mr. Sze**”) has resigned as Chief Executive Officer of the Company (“**CEO**”) but remains as an executive Director and chairman of the Board of the Company with effect from 18 July 2014; and (ii) Mr. Zhou Wei Feng (“**Mr. Zhou**”), an executive Director, has been appointed as CEO with effect of the same day. The resignation of Mr. Sze as CEO is due to the fact that he will devote more time to the plan of the Company's overall business direction.

Mr. Sze has confirmed to the Company that he has no disagreement with the Board and that there are no matters that need to be brought to the attention of the shareholders of the Company and the Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) in connection with his resignation as CEO of the Company.

Mr. Zhou is being appointed as CEO because he has over 20 years of experience in management of construction business. The Board considers that as the businesses of the Group are expanding into the eco-environment construction and city landscape construction and therefore a delegate with relevant construction business management background will be an appropriate person to be elected as CEO.

The biography of Mr. Zhou is set out as follows:

Mr. Zhou, aged 44, is responsible for overseeing the daily operations of the Company. Mr. Zhou has been appointed as an executive Director since April 2014. He obtained a bachelor's degree in economics from The Peking University in 1991 and a master's degree in business administration from The University of Fordham in 2003 by way of distanced learning.

Mr. Zhou worked at China Vanke Co., Ltd. between 1991 and 1997. Between 1997 and 1999, he was the general manager of Qingdao Wei Xin Home Company Limited\* (青島偉信置業有限公司). Between 1999 and 2005, he was the vice general manager of Beijing Sheng Shi Zhao Ye Real Estate Development Company Limited\* (北京盛世兆業房地產開發有限公司). From 2005 to 2009, he was the president of AXA Investment Group Company Limited. Since 2009, he has been the vice president of the Company.

Save as disclosed above, as at the date of this announcement, (i) Mr. Zhou did not have any relationship with any Directors, senior management or substantial or controlling shareholders of the Company; (ii) Mr. Zhou did not have any interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong); (iii) Mr. Zhou did not hold any other directorships in public companies the securities of which are listed on any securities market in Hong Kong or overseas in the last three years; and (iv) he did not hold other positions with other members of the Group.

Mr. Zhou has not entered into any service contract with the Company in relation to his appointment as CEO. As determined by the Board, Mr. Zhou, as an executive Director and CEO, is entitled to an annual director's fee of HK\$720,000, by reference to his background, experience, duties and responsibilities with the Company and the prevailing market conditions. Save as disclosed herein, there are no other benefits provided to Mr. Zhou for his directorship in the Company. He is subject to retirement by rotation and re-election at annual general meeting of the Company pursuant to the by-laws of the Company.

There is no other information to be disclosed pursuant to the requirements of the Rules 13.51(2)(h) to 13.51(2)(v) of the Rules Governing The Listing Securities on the Stock Exchange relating to the appointment of Mr. Zhou as CEO and there is no other matter that needs to be brought to the attention of the shareholders of the Company.

The Board would like to express its warm welcome to Mr. Zhou on his appointment as CEO of the Company.

For and on behalf of  
**Beautiful China Holdings Company Limited**  
**Tan Shu Jiang**  
*Executive Director*

Hong Kong, 18 July 2014

\* *For identification purpose only*

*As at the date of this announcement, the Board comprises Mr. Sze Wai Marco, Mr. Tan Shu Jiang and Mr. Zhou Wei Feng as executive Directors, Mr. Law Fei Shing as non-executive Director, and Mr. Lum Pak Sum, Mr. Liu Liyang and Mr. Chong Yiu Kan, Sherman as independent non-executive Directors.*