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BINGO GROUP HOLDINGS LIMITED
比高集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8220)

REDESIGNATION OF DIRECTOR

The Board announces that Mr. Chong Lee Chang has been redesignated from non-executive director to executive director of the Company with effect from 14 February 2013.

REDESIGNATION OF DIRECTOR

The board of directors (the “**Board**”) of Bingo Group Holdings Limited (the “**Company**”) announces that Mr. Chong Lee Chang (“**Mr. Chong**”) has been redesignated from non-executive director to executive director of the Company with effect from 14 February 2013 due to work reallocation. Mr. Chong will remain as the chairman of the Nomination Committee of the Board. Details regarding Mr. Chong are set out below.

Mr. Chong, aged 53, Malaysian, joined the Board as an independent non-executive director of the Company in March 2009 and had been re-designated as non-executive director in September 2009. Mr. Chong graduated with a BA (honours) degree in law from the Manchester Metropolitan University (formerly known as Manchester Polytechnic) in 1982. He was admitted to the Honourable Society of Lincoln’s Inn, London, in 1982 and was called to the Bar as a barrister at law in 1983. In 1984, he was admitted as an advocate and solicitor of the High Court of Malaya and is currently holding a legal practicing certificate to practice law in Malaysia. Mr. Chong has more than 20 years of experience in legal practice in Malaysia. Mr. Chong was a senior partner of a Kuala Lumpur based law firm, Messrs. LC Chong & Co. His legal experience has included advising various companies from Asia and United Kingdom, including steel millers from China. He has served as an executive director of Antah Holdings Berhad, a public company listed on the main board of Bursa Malaysia and also held directorship in Permanis Sdn. Bhd., the Malaysian franchise holder and bottler of Pepsi-Cola and Seven-up. During the period from May 2005 to February 2009, he had also served as a non-executive Director of Midwest Corporation Limited, a public company that was previously listed on the Australian Stock Exchange, which was engaged in mining, exploring and processing iron ore. Mr.

Chong resigned from Midwest Corporation Limited after the company was delisted on the Australian Stock Exchange. Mr. Chong was a director of JW Carpenter Limited (“JWC”), a private limited company incorporated in the United Kingdom with its main business as home furniture and furnishing retail chain stores. JWC has been applied for a Company Voluntary Administration in October 2000, a scheme of arrangement was later entered into between JWC and its creditors, and subsequently the scheme of arrangement has been approved by court in March 2001. Mr. Chong joined the board of JWC to lead the rescue exercise since mid 2000. Under the management of Mr. Chong and the other board of directors of JWC, JWC thereafter turned into profit making in June 2002. Mr. Chong resigned his directorship from JWC in May 2004 after the acquisition of JWC by an Australian public listed company. Mr. Chong is also the independent non-executive director of CVM Minerals Limited (stock code: 705) since December 2007 and Agritrade Resources Limited (stock code: 1131) since June 2010 respectively which are listed on the main board of The Stock Exchange of Hong Kong Limited. In January 2010, Mr. Chong joined EITA Resources Berhad, a company listed on the main market of Bursa Malaysia Securities Berhad, as an independent non-executive director.

Save as disclosed above, Mr. Chong has not held any directorship in listed public companies in the last three years preceding the date of this announcement. As at the date of this announcement, there is no service contract entered into between the Company and Mr. Chong. Mr. Chong is not appointed for a specific term but will subject to retirement by rotation in accordance with the Articles of Association of the Company and the Code on Corporate Governance Practices of the Rules Governing the Listing of Securities on the Growth Enterprise Market of the Stock Exchange (the “**GEM Listing Rules**”). Mr. Chong is currently entitled to a remuneration of HK\$120,000 per annum. The emolument payable to Mr. Chong will be determined and approved by the remuneration committee of the Company with reference to market terms, performance, qualification and experience of Mr. Chong. Further announcement in relation to the amount of director’s emolument, if any, determined for Mr. Chong will be made pursuant to Rule 17.50(2) (g) of the GEM Listing Rules.

Save as disclosed above, Mr. Chong does not have any relationships with any directors, senior management or substantial or controlling shareholders of the Company for the purpose of the GEM Listing Rules. As at the date of this announcement, Mr. Chong has personally owned 8,065,976 shares and has been deemed to be interested in 37,250,023 shares through his beneficial interest in the entire issued share capital of Shieldman Limited. Mr. Chong also holds 3,000,000 options granted by the Company under the share option scheme of the Company. Save as aforesaid, Mr. Chong does not have any interest in the shares or underlying shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

Save as disclosed above, the Board is not aware of any other matters relating to the redesignation of Mr. Chong from non-executive director to executive director of the Company that need to be brought to the attention of the shareholders of the Company nor any information to be disclosed pursuant to paragraphs (h) to (v) of Rule 17.50(2) of the GEM Listing Rules.

The Board wishes to express its gratitude to Mr. Chong for his invaluable contribution to the Company during the tenure of his office as non-executive director.

By order of the Board
BINGO GROUP HOLDINGS LIMITED
Chan Cheong Yee
Executive Director

Hong Kong, 14 February 2013

As at the date of this announcement, the Company's executive Directors are Mr. Chiau Sing Chi, Mr. Chan Cheong Yee, Mr. Yik Chok Man and Mr. Chong Lee Chang, the Company's non-executive Director is Mrs. Chin Chow Chung Hang, Roberta, and the Company's independent non-executive Directors are Mrs. Chen Chou Mei Mei, Vivien, Mr. Chum Kwan Yue, Desmond and Mr. Wong Chak Keung.

This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors of the Company, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on GEM website on the "Latest Company Announcements" page for at least 7 days from the date of its posting and the Company website at www.bingogroup.com.hk.