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**Jin Cai Holdings Company Limited**

**金彩控股有限公司**

*(incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 1250)**

## **VOLUNTARY ANNOUNCEMENT REJECTION OF TRADEMARK APPLICATION IN THE PRC**

Reference is made to the prospectus of Jin Cai Holdings Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) dated 24 June 2013 (the “**Prospectus**”).

As disclosed in the Prospectus, the Group has made two applications for trademark registration in the People’s Republic of China (the “**PRC**”) in November 2012. On 30 October 2013, the Group received a notice of rejection (the “**Rejection Notice**”) from the Trademark Office of the State Administration for Industry and Commerce of the PRC (中華人民共和國國家工商行政管理總局商標局) on one of the said applications with application number 11763600 (the “**Trademark Application**”) as similar trademarks have already been registered.

Upon receiving the Rejection Notice, the Group has ceased to use the logo concerned with the Trademark Application (the “**Logo**”) in the PRC. The Group will not lodge any appeal in respect of the Rejection Notice but will make a new trademark application in the PRC for the coloured Logo (the Rejection Notice was for the Logo in black and white).

As confirmed by the board (the “**Board**”) of directors (the “**Directors**”) of the Company, the Board, having consulted the Company’s consultant in respect of the Trademark Application and legal advisers as to the PRC laws, is of the view that the said rejection of Trademark Application would not have any material adverse impact on the trading or financial position of the Group and it is unlikely that the use of the Logo by the Group in the past in the PRC would constitute violation and/or infringement of third party intellectual property rights in the PRC. As at the date of this announcement, the Group is not aware of any litigation against the Group concerning any such alleged violations and/or infringements.

By Order of the Board  
**Jin Cai Holdings Company Limited**  
**HUANG Li**  
*Chairman*

Hong Kong, 20 November 2013

*As at the date of this announcement, the Board comprises six Directors, namely: Ms. Huang Li and Mr. Zheng Hua as executive Directors; Mr. Huang Chao as non-executive Director; Mr. Zeng Shiquan, Mr. Tam Tak Kei Raymond and Professor Lam Sing Kwong Simon as independent non-executive Directors.*