

*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.*



品牌中国  
BRANDING CHINA

## **BRANDING CHINA GROUP LIMITED**

品牌中國集團有限公司

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

**(Stock Code: 8219)**

### **CLARIFICATION ANNOUNCEMENT IN RELATION TO THE INTERIM RESULTS FOR THE SIX MONTHS ENDED 30 JUNE 2015**

Reference is made to the announcement of Branding China Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) dated 10 August 2015 in relation to, among others, the unaudited interim results of the Group for the six months ended 30 June 2015 (the “**Interim Results Announcement**”). Unless otherwise defined, capitalised terms used in this announcement shall have the same meanings as those defined in the Interim Results Announcement.

Due to inadvertent errors, the Company would like to clarify certain information contained in Notes 14 and 15 to the condensed consolidated interim financial statements in the Interim Results Announcement. Notes 14 and 15 shall be replaced by the following in its entirety (with amendments underlined):

#### **14. TRADE AND BILL RECEIVABLES**

In respect of the trade receivables of the Group, different credit periods are extended to its customers, ranging from 30 days to 360 days, depending on the types of products sold or services provided to customers in the transactions.

The breakdown of trade and bill receivables as at the end of the reporting periods is as follows:

	<b>Unaudited</b> <b>As at</b> <b>30 June</b> <b>2015</b> <b>RMB</b>	Audited As at 31 December 2014 <b>RMB</b>
Trade receivables	<b>174,319,816</b>	137,061,649
Bills receivables	<b>3,900,000</b>	1,460,000
Less: provisions made	<b>(692,672)</b>	<b>(692,672)</b>
Total	<b><u>177,527,144</u></b>	<b><u>137,828,977</u></b>

An ageing analysis of the trade receivables at the end of the reporting periods is as follows:

	<b>Unaudited</b> <b>As at</b> <b>30 June</b> <b>2015</b> <b>RMB</b>	Audited As at 31 December 2014 <b>RMB</b>
Within 1 month	<b><u>37,167,031</u></b>	24,025,470
More than 1 month but within 3 months	<b><u>47,872,463</u></b>	31,737,276
More than 3 months but within 6 months	<b><u>53,194,292</u></b>	44,533,512
More than 6 months but within 1 year	<b><u>22,477,205</u></b>	34,594,967
Over 1 year	<b><u>12,916,153</u></b>	1,477,752
Bill receivables	<b><u>3,900,000</u></b>	1,460,000
Total	<b><u>177,527,144</u></b>	<b><u>137,828,977</u></b>

## 15. TRADE PAYABLES

The breakdown of trade payables as at the end of the reporting periods is as follows:

	<b>Unaudited</b> <b>As at</b> <b>30 June</b> <b>2015</b> <b>RMB</b>	Audited As at 31 December 2014 <b>RMB</b>
Trade payables	<b><u>56,775,995</u></b>	<b><u>53,471,136</u></b>

An ageing analysis of the trade payables at the end of the reporting periods is as follows:

	<b>Unaudited</b>	Audited
	<b>As at</b>	As at
	<b>30 June</b>	31 December
	<b>2015</b>	2014
	<b>RMB</b>	<b>RMB</b>
Within 1 month	<b>16,395,888</b>	12,109,175
More than 1 month but within 3 months	<b>18,115,282</b>	17,542,494
More than 3 months but within 6 months	<b>15,296,440</b>	13,616,230
More than 6 months but within 1 year	<b>5,378,813</b>	8,675,585
Over 1 year	<b>1,589,572</b>	1,527,652
	<hr/>	<hr/>
Total	<b>56,775,995</b>	53,471,136
	<hr/>	<hr/>

Save as disclosed above, all information in the Interim Results Announcement remains unchanged.

By order of the Board  
**Branding China Group Limited**  
**Fang Bin**  
*Chairman*

Shanghai, The People's Republic of China, 13 August 2015

*As at the date of this announcement, the executive Directors are Mr. Fang Bin, Mr. Patrick Zheng, Mr. Huang Wei and Mr. Song Yijun; the non-executive Director is Mr. Fan Youyuan; and the independent non-executive Directors are Mr. Zhou Ruijin, Mr. Lin Zhiming and Ms. Hsu Wai Man, Helen.*

*This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market of the Stock Exchange for the purpose of giving information with regard to the Company. The Directors, 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 the "Latest Company Announcements" page of the Stock Exchange's website at [www.hkexnews.hk](http://www.hkexnews.hk) for 7 days from the date of its posting. This announcement will also be posted on the Company's website at [www.brandingchinagroup.com](http://www.brandingchinagroup.com).*