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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: 863)**

**EXTENSION OF LONG STOP DATE IN RELATION TO  
SUBSCRIPTION OF NEW SHARES UNDER GENERAL MANDATE**

Reference is made to the announcement (the “**Announcement**”) of Branding China Group Limited (the “**Company**”) dated 16 November 2015 in relation to, among other things, the Subscription of 49,362,038 Subscription Shares by the Subscribers pursuant to the Subscription Agreements. Capitalised terms used herein shall have the same meanings as those defined in the Announcement unless otherwise stated.

As stated in the Announcement, pursuant to the Subscription Agreements, in the event that the conditions of the Subscription are not fulfilled on or before 29 February 2016 or at such other date and time (the “**Long Stop Date**”) as may be agreed between the respective parties to each of the Subscription Agreements, the Subscription Agreements shall cease and determine and neither the Company nor the Subscribers shall have any obligations and liabilities under the Subscription Agreements.

The Board announces that on 29 February 2016 (after trading hours), the Company and the Subscribers entered into the supplemental deeds to the respective Subscription Agreements whereby the respective parties agreed to extend the Long Stop Date from 29 February 2016 (or at such other date and time as may be agreed between the respective parties to each of the Subscription Agreements) to 30 April 2016 (or at such other date and time as may be agreed between the respective parties to each of the Subscription Agreements) as additional time is required for fulfilment of the conditions set out in the Subscription Agreements.

Save as disclosed above, all other terms and conditions of the Subscription Agreements shall remain unchanged and continue in full force and effect.

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

Shanghai, the PRC, 29 February 2016

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