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SHUN CHEONG HOLDINGS LIMITED

順昌集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 650)

CHANGE OF COMPANY SECRETARY AND AUTHORISED REPRESENTATIVE

The Board of Directors (the “Board”) of Shun Cheong Holdings Limited (the “Company”) announces that Mr. Ting Kin Wai (“Mr. Ting”) has tendered his resignation as Company Secretary and Authorised Representative of the Company with effect from 1 March 2013. Mr. Ting also confirms that he has no disagreement with the Board and 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 in relation to his resignation.

The Board is pleased to announce the appointment of Ms. Wang Jing (“Ms. Wang”) as Company Secretary and Authorised Representative of the Company with effect from 1 March 2013. Ms. Wang is a member of the Association of Chartered Certified Accountants. Ms. Wang holds a Bachelor degree in Applied Accounting from the Oxford Brookes University and a Master degree in Business Administration from the University of Exeter. Ms. Wang has extensive experience in auditing, finance and accounting functions.

The Board would like to take this opportunity to thank Mr. Ting for his valuable contribution to the Company during the period of his services and welcome Ms. Wang to her new appointment.

By Order of the Board
Shun Cheong Holdings Limited
Cao Jing
Executive Chairman

Hong Kong, 1 March 2013

As at the date hereof, the Board comprises six directors, of whom two are executive directors, namely Ms. Cao Jing (executive chairman) and Mr. Zhang Shaohua (managing director), one is non-executive director, namely Mr. Mo Tianquan, and three are independent non-executive directors, namely Prof. Ye Jianping, Mr. Palaschuk Derek Myles and Mr. Deng Wei.

* *For identification purpose only*