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HONG KONG JEWELLERY HOLDING LIMITED

香港珠寶控股有限公司

(Incorporated in Bermuda with limited liability)

(Stock code: 08048)

RESIGNATION OF CHIEF EXECUTIVE OFFICER

The board (the “**Board**”) of directors (the “**Directors**”) of Hong Kong Jewellery Holding Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) announces that, Mr. Lin Di (“**Mr. Lin**”) tendered his resignation as Chief Executive Officer of the Company (“**CEO**”) with effect from 30 March 2015. The resignation of Mr. Lin as CEO is due to other personal commitment, however, he will remain as an executive Director of the Company.

Mr. Lin has confirmed to the Company that he has no disagreement with the Board and that 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 connection with his resignation as CEO of the Company.

The Board wishes to take this opportunity to express its appreciation to Mr. Lin for his contribution to the Company.

The Board is in the course of identifying a suitable candidate as the new CEO of the Company and will make further announcement upon the appointment of the position.

By order of the Board

HONG KONG JEWELLERY HOLDING LIMITED

Li Xia

Chairman

Hong Kong, 30 March 2015

As at the date of this announcement, the Board comprises three executive Directors, namely, Li Xia, Lin Di and, Chen Yin and three independent non-executive Directors, namely, Lam Tin Faat, Lu Haina and Na Xin.

This announcement, for which the Directors 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, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief: (1) the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive; and (2) there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the GEM website at <http://www.hkgem.com> on the “Latest Company Announcement” page for at least seven days from the date of its publication and the Company’s website at www.hkjewelry.net.