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(Incorporated in Bermuda with limited liability)

www.e-kong.com

(Stock Code: 524)

APPOINTMENT OF EXECUTIVE DIRECTORS

The board of directors (the "Board") of e-Kong Group Limited (the "Company") is pleased to announce that Mr. Chi Chi Hung Kenneth ("Mr. Chi") and Mr. Lau Wai Ming Raymond ("Mr. Lau") have been appointed as Executive Directors of the Company with effect from 26 September 2014.

The biographical details of Mr. Chi and Mr. Lau are as follows:

Chi Chi Hung Kenneth

Mr. Chi, 45, has over 20 years of experience in accounting and financial control areas. He holds a Degree of Bachelor of Accountancy from the Hong Kong Polytechnic University and is a fellow member of the Association of Chartered Certified Accountants in the United Kingdom. He is also an associate member of the Hong Kong Institute of Certified Public Accountants, the Hong Kong Institute of Chartered Secretaries and the Institute of Chartered Secretaries and Administrators in the United Kingdom. Mr. Chi is currently an executive director of Ceneric (Holdings) Limited (Stock code: 542), Guocang Group Limited (Stock code: 559) and China Sandi Holdings Limited (Stock code: 910). He is also an independent non-executive director of Perfect Shape (PRC) Holdings Limited (Stock code: 1830), L'sea Resources International Holdings Limited (Stock code: 195), Noble Century Investment Holdings Limited (Stock code: 2322), Hong Kong Life Sciences and Technologies Group Limited (Stock code: 8085), Aurum Pacific (China) Group Limited (Stock code: 8148) and China Natural Investment Company Limited (Stock code: 8250).

He was also an independent non-executive director of EverChina Int'l Holdings Company Limited (Stock code: 202) from 4 October 2011 to 15 August 2012 and an executive director of M Dream Inworld Limited (Stock code: 8100) from 8 July 2010 to 4 June 2014.

Save as disclosed above, Mr. Chi has not held any other directorships in public companies listed in Hong Kong or any other major exchanges in the last three years preceding the date of this announcement.

Mr. Chi has entered into a service agreement with the Company in respect of his appointment as an Executive Director for an initial term of three years starting from 26 September 2014. In accordance with the service agreement, the term of his appointment shall, subject to applicable rules and provisions of the Bye-laws regarding retirement and re-election at annual general meetings of the Company, expire on 25 September 2017 provided always that either the Company or Mr. Chi may terminate the appointment by giving to the other party not less than three (3) calendar months' notice in writing. Under the service agreement, Mr. Chi will, in particular, actively participate in assessing and managing business, investment and other opportunities and initiatives in China. He will dedicate an agreed portion of his professional time in the discharge of his duties in the Group and is entitled to a monthly remuneration of HK\$80,000 and, if any, a discretionary bonus and other fringe benefits as an employee of the Company. Mr. Chi's emoluments, comprising the remuneration and discretionary bonus as aforesaid, are determined by the provisions of the service agreement which, in turn, were formulated with reference to his duties and responsibilities within the Group and the incentive plan of the Group as approved by the remuneration committee of the Company.

Save as disclosed above, Mr. Chi does not hold any other positions with the Company or its subsidiaries, and is not connected with any directors, senior management or substantial shareholders of the Company. As at the date of this announcement, Mr. Chi does not have any interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance. He has also confirmed there are no matters that are required to be disclosed in accordance with Rule 13.51(2)(h) to (v) (both inclusive) of the Rules (the "Listing Rules") Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Stock Exchange") and there are no other matters that need to be brought to the attention of shareholders of the Company.

Lau Wai Ming Raymond

Mr. Lau, 44, Legal Counsel and Company Secretary of the Company, is qualified as a solicitor in Hong Kong. Prior to joining the Company, he was acting as the legal counsel to a group of companies listed on the Stock Exchange. Mr. Lau graduated from the University of Hong Kong with LL.B. and P.C.LL., and holds a Certificate in Civil and Commercial Law issued by the China University of Political Science and Law. Mr. Lau joined the Company in July 2000 and was appointed as an authorised representative of the Company in 2003. He holds directorships in various subsidiaries of the Company. Currently, Mr. Lau is also nominated as an observer of ANZ Communications, LLC (a US operating company in which the Company holds a 50% interest) and as a nominated manager of ANPI Business, LLC (a wholly-owned subsidiary of ANZ Communications, LLC).

Save as disclosed above, Mr. Lau has not held any other directorships in public companies listed in Hong Kong or any other major exchanges in the last three years preceding the date of this announcement.

There is no fixed or proposed term for Mr. Lau's length of service with the Company and he is subject to applicable rules and provisions of the Bye-laws regarding retirement and re-election at annual general meetings of the Company. Either the Company or Mr. Lau may terminate the appointment by giving to the other party not less than three (3) calendar months' notice in writing. In accordance with the existing letter of appointment with Mr. Lau, he is entitled to a monthly salary of HK\$140,000 and, if any, a discretionary bonus and other fringe benefits as an employee of the Company. Mr. Lau's remuneration, comprising his salary and discretionary bonus as aforesaid, are determined by the provisions of his letter of appointment which, in turn, has been formulated with reference to his duties and responsibilities within the Group and the incentive plan of the Group as approved by the remuneration committee of the Company.

Save as disclosed above, Mr. Lau does not hold any other positions with the Company or its subsidiaries, and is not connected with any directors, senior management or substantial shareholders of the Company. As at the date of this announcement, Mr. Lau does not have any interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance. He has also confirmed there are no matters that are required to be disclosed in accordance with Rule 13.51(2)(h) to (v) (both inclusive) of the Listing Rules and there are no other matters that need to be brought to the attention of shareholders of the Company.

The Board members would like to take this opportunity to welcome Mr. Chi and Mr. Lau to the Board.

By Order of the Board
Richard John Siemens
Chairman

Hong Kong, 26 September 2014

As at the date of this announcement, the Board of the Company comprises Executive Directors, Richard John Siemens, Lim Shyang Guey, Chi Chi Hung Kenneth and Lau Wai Ming Raymond; and Independent Non-executive Directors, John William Crawford J.P., Gerald Clive Dobby and Thaddeus Thomas Beczak.