

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.


CELESTIAL ASIA SECURITIES HOLDINGS LIMITED
(Incorporated in Bermuda with limited liability)
(Stock code: 1049)

CHANGE OF DIRECTORSHIP

The board of directors (“Board”) of Celestial Asia Securities Holdings Limited (“Company”, together with its subsidiaries “Group”) is pleased to announce that Mr Tsui Wing Cheong Sammy (“Mr Tsui”) has been appointed as an executive director and deputy chief executive officer of the Company with effect from 7 October 2013.

The information of Mr Tsui required to be disclosed under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (“Stock Exchange”) (“Listing Rules”) in relation to his appointment is as follows:

- (1) Mr Tsui, aged 48, is appointed as an executive director and deputy chief executive director of the Company in charge of the corporate development and management of the Group. He has extensive experience in media management and advertising.
- (2) Mr Tsui was an executive director and chief executive officer of China Outdoor Media Group Limited (stock code: 254) during the period from 6 April 2011 to 28 September 2013. He is the founder of the Taobao Tianxia Weekly Magazine in Hong Kong. He has also served as the group chief executive officer of BMA Investment Limited, chief operating officer of Sing Tao Magazines Group Limited, chief executive officer of Sing Tao Publishing Group Limited and publisher of South China Media Limited. He is the founder of “auto22.com” which used to be held by a company then known as New World Cyberbase Limited, an online automobile trading platform. Mr Tsui is also a mentor in the Mentorship Program at the Journalism and Media Studies Center of the University of Hong Kong. Save as disclosed above, Mr Tsui has not held any other directorships in listed public companies during the three years preceding the date of this announcement.
- (3) Mr Tsui has entered into a service contract with the Company for a term of two years commencing from the date of his appointment and will continue thereafter until terminated by three months’ notice in writing served by either party on the other. Mr Tsui is subject to the retirement by rotation and re-election pursuant to the bye-laws of the Company. Mr Tsui is entitled to a monthly salary of HK\$150,000, plus a year end discretionary bonus which will depend on his working performance, as specified in his service contract with the Company. The salary is determined by reference to his duties and responsibilities with the Company and the prevailing market rate of similar position.
- (4) Mr Tsui has no relationship with any directors, senior management, substantial shareholders or controlling shareholders of the Company.

- (5) Within the meaning of Part XV of the Securities and Futures Ordinance, Mr Tsui is not interested or deemed to be interested in any shares or underlying shares of the Company and CASH Financial Services Group Limited (being subsidiary of the Company) as at the date of this announcement.
- (6) Save for disclosed above, the Board is not aware of any other matters in relation to the appointment of Mr Tsui that need to be brought to the attention of the shareholders of the Company or any information that should be disclosed pursuant to any of the requirements of Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules.

The Board further announces that Mr Ng Kung Chit Raymond (“Mr Ng”) has tendered his resignation as an executive director of the Company due to internal job assignment with effect from 7 October 2013. Mr Ng will continue to serve as the chief operating officer of the Company. Mr Ng confirmed that he has no disagreement with the Board and there is no other matter that needs to be brought to the attention of the shareholders of the Company.

The Board would like to take this opportunity to welcome Mr Tsui to join the Board and, at the same time, to thank Mr Ng for his past service and valuable contribution as executive director of the Company.

On behalf of the Board
Bankee P. Kwan
Chairman & CEO

Hong Kong, 4 October 2013

As at the date hereof (after the change of the directorate taking effect), the directors of the Company are:-

Executive directors:

Mr Kwan Pak Hoo Bankee
Mr Tsui Wing Cheong Sammy
Mr Law Ping Wah Bernard
Mr Ng Hin Sing Derek

Independent non-executive directors:

Mr Leung Ka Kui Johnny
Mr Wong Chuk Yan
Dr Chan Hak Sin