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Primeview Holdings Limited
領視控股有限公司

(Incorporated in the Bermuda with limited liability)

(Stock Code: 789)

VOLUNTARY ANNOUNCEMENT
APPOINTMENT OF CHIEF OPERATING OFFICER

The board of directors (the “**Board**”) of Primeview Holdings Limited (the “**Company**”) is pleased to announce that, the Board has appointed Mr. Zhang Zhaohua as the chief operating officer of the Company with effect from 22 November 2017.

Mr. Zhang, aged 46, has over 13 years’ experience in corporate management and more than 22 years of experience in operating and managing companies that are in the fashion accessories retail industry. He also has experience in managing businesses in providing information platform and e-commerce platform, such as the provision of information on corporate training courses. He is undertaking a course in the executive master of business administration (EMBA) at the Cheung Kong Graduate School of Business (長江商學院) in the PRC. He also holds a graduate degree in business administration from the Hunan Agricultural University (湖南農業大學) in the PRC.

The Company believes Mr. Zhang’s business experiences and his familiarity with the retail business value chain would be conducive to further enhancing the Group’s business (especially on its internet-related businesses). Mr. Zhang’s appointment is part of the Company’s continual effort in seeking to improve the Company’s business and thereby creating value for its shareholders.

By order of the Board
Primeview Holdings Limited
Tse Hoi Chau
Chairman

Hong Kong, 22 November 2017

As at the date of this announcement, the executive Directors are Mr. Tse Hoi Chau (Chairman), Mr. Lin Shao Hua, Mr. Leung Yiu Cho and Ms. Yu Zhonglian; and the independent non-executive Directors are Mr. Lau Fai Lawrence, Mr. Lau Yiu Kit and Mr. Zeng Zhaohui.