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品牌中国
BRANDING CHINA

BRANDING CHINA GROUP LIMITED
品 牌 中 國 集 團 有 限 公 司

(incorporated in the Cayman Islands with limited liability)

(Stock code: 0863)

APPOINTMENT OF EXECUTIVE DIRECTORS AND APPOINTMENTS TO THE RISK MANAGEMENT COMMITTEE

The Board is pleased to announce that Mr. Hugh Douglas Madden and Mr. David James Chapman have been appointed as executive Directors with effect from 22 August 2018.

The Board is pleased to announce that the Board has appointed members to the risk management committee with effect from 22 August 2018.

APPOINTMENT OF EXECUTIVE DIRECTORS

The board (the "Board") of directors (the "Directors") of Branding China Group Limited (the "Company" together with its subsidiaries, the "Group") is pleased to announce that Mr. Hugh Douglas Madden ("Mr. Madden") and Mr. David James Chapman ("Mr. Chapman") have been appointed as executive Directors with effect from 22 August 2018.

The biographical details of Mr. Madden and Mr. Chapman are set out below:

Mr. Hugh Douglas Madden, aged 41, holds a bachelor degree in computer science from University of Newcastle in Australia. He is a financial markets and security professional with 18 years of experience and expertise in developing and managing institutional/retail financial industry technology operations, and architecting low latency trading platforms.

In June 2013, Mr. Madden co-founded ANX International ("ANX"), one of the largest and most established global blockchain solution providers and has since served as the chief technology officer. In 2017, he led the launch of the OAX exchange project, a real-world application of decentralized exchanges utilizing the Ethereum blockchain, and serves as a director of the OAX Foundation. He had served in HSBC, Commonwealth Bank of Australia, Lloyds Bank and HBOS.

Mr. Madden is the Co-Chair of the Blockchain Committee of the FinTech Association of Hong Kong and he also sits on the Business Technology Committee at the Australian Chamber of Commerce Hong Kong and Macau. His thought leader perspectives on blockchain have been internationally recognised with global speaking engagements in China, Hong Kong, Singapore, Korea, the Middle East and London. His forefront vision on technology has attracted international media coverage like Bloomberg, CoinDesk and CryptoCoinsNews.

Mr. Madden will enter into a director's service agreement with the Company. Mr. Madden is not appointed for a specific term, but is subject to retirement by rotation and re-election at annual general meetings of the Company in accordance with the articles of association of the Company. The total remuneration of Mr. Madden is HK$3,600,000 per annum which is determined by reference to his experience, duties, responsibilities within the Company and the prevailing market conditions. The remuneration has been approved by the remuneration committee of the Company and the Board.

Mr. David James Chapman, aged 37, holds a bachelor degree in business information systems from Australian Catholic University in Australia. He is an Australian serial entrepreneur with over a decade of experience in banking and financial technology, specializing in the analysis of low-latency pre-trade risk and order management systems. Throughout his investment banking career, Mr. Chapman was responsible for the design and implementation of a wide-ranging suite of trading platforms. Mr. Chapman served in HSBC, Credit Suisse, Barclays Capital, ABN AMRO and Bear Stearns, among other financial firms.

In June 2013, Mr. Chapman co-founded ANX. He is currently the Chairman of Octagon Strategy Limited, the largest digital asset brokerage in the Asia-Pacific region, and is also a director of the OAX Foundation.

Mr. Chapman has frequently been invited to address the industry ecosystem on global media including Bloomberg TV and Radio, CNBC, CNN, CoinTelegraph, Citywire Asia, Bulletin, and Hong Kong Economic Journal. He is also a frequent speaker at industry conferences and roundtables, participating in events organized by JP Morgan, HSBC, Morgan Stanley, Allianz, Nomura, the Hong Kong Institute of Bankers and others.

Mr. Chapman will enter into a director's service agreement with the Company. Mr. Chapman is not appointed for a specific term, but is subject to retirement by rotation and re-election at annual general meetings of the Company in accordance with the articles of association of the Company. The total remuneration of Mr. Chapman is HK$3,600,000 per annum which is determined by reference to his experience, duties, responsibilities within the Company and the prevailing market conditions. The remuneration has been approved by the remuneration committee of the Company and the Board.

Mr. Madden and Mr. Chapman are both shareholders of Bell Haven Limited ("Bell Haven"), of which Mr. Lo Ken Bon (an executive Director) is also a shareholder. Bell Haven indirectly controls East Harvest Global Limited ("East Harvest"), the controlling shareholder holding approximately 74.49% interest of the Company. Mr. Ko Chun Shun, Johnson (an executive Director) is also an indirect shareholder of East Harvest.

Save as disclosed above, Mr. Madden and Mr. Chapman have confirmed that they (i) do not hold any directorship in other public companies the securities of which are listed on any securities market in Hong Kong or overseas in the last three years or any other position with the Company and other members of the Group or other major appointments and professional qualifications; (ii) do not have any relationship with other Directors, senior management, substantial or controlling shareholders of the Company and have no interests in the shares of the Company which are required to be disclosed pursuant to Part XV of the Securities and Futures Ordinance; and (iii) as at the date of this announcement, were not aware of any other matters that need to be brought to the attention of the shareholders of the Company nor was there any information to be disclosed to the Company pursuant to any of the requirements under Rules 13.51(2)(h) to 13.51(2)(v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The Board would like to express its warmest welcome to Mr. Madden and Mr. Chapman for joining the Board.

APPOINTMENTS TO THE RISK MANAGEMENT COMMITTEE

The Board is pleased to announce that the Board has appointed members to the risk management committee (the "RM Committee") with effect from 22 August 2018. The RM Committee now comprises four members including Mr. Lo Ken Bon, Mr. Chau Shing Yim, David, Mr. Benedict Tai, and the internal head of risk and legal counsel of the Company. Mr. Lo Ken Bon has been appointed as the chairman of the RM Committee.

By order of the Board
Branding China Group Limited
Lo Ken Bon
Executive Director

Hong Kong, 22 August 2018

As at the date of this announcement, the executive Directors are Mr. Lo Ken Bon, Mr. Ko Chun Shun, Johnson, Mr. Fang Bin, Mr. Hugh Douglas Madden and Mr. David James Chapman, and the independent non-executive Directors are Mr. Chau Shing Yim, David, Mr. Chia Kee Loong, Lawrence and Mr. Benedict Tai.