LABIXIAOXIN SNACKS GROUP LIMITED
蠟筆小新休閒食品集團有限公司

(Incorporated in Bermuda with limited liability)

(Stock code: 1262)

APPOINTMENT OF NON-EXECUTIVE DIRECTOR

This announcement is made by Labixiaoxin Snacks Group Limited (the "**Company**") pursuant to Rule 13.51(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**").

The board of directors (the "**Board**") of the Company is pleased to announce the appointment of Mr. Ren Yunan ("**Mr. Ren**") as a non-executive director of the Company with effect from 3 February 2015.

The biological details of Mr. Ren Yunan are set out as follows:

Mr. Ren Yunan (任煜男), aged 39, invests in his personal capacity through J R Capital Limited and its affiliated entities. Mr. Ren is currently an independent non-executive director of China Child Care Corporation Limited (a company listed on the Main Board of The Stock Exchange of Hong Kong Limited ("**Stock Exchange**"), stock code 1259) and an independent director of Tiger Media, Inc. (a company listed on New York Stock Exchange AMEX with stock code IDI). During the period from May 2013 to November 2013, Mr. Ren served as an independent non-executive director of Vision Fame International Holding Limited (a company listed on the Main Board of the Stock Exchange, stock code 1315). Mr. Ren graduated from Peking University with a bachelor's degree in law in 1997 and received a master's degree in law from Harvard Law School in 1999. Mr. Ren is a non practicing solicitor in Hong Kong and is qualified to practice law in New York State, the United States of America.

Mr. Ren has entered into a service contract with the Company for a term of three years, and is subject to retirement by rotation and re-election at the general meetings of the Company in accordance with the memorandum and bye-laws of the Company. Mr. Ren will receive emolument of HK$240,000 per annum which is determined by the Board with reference to his experience, duties and responsibilities in the Company as well as the current market rate.

Ms. Lin Ying, the spouse of Mr. Ren, is the sole director of and interested in the entire issued share capital of Thriving Market Limited. Accordingly, Mr. Ren is deemed to be interested in the entire issued share capital of Thriving Market Limited by virtue of Part XV of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong) (the "**SFO**"). As at the date of this announcement, Thriving Market Limited is holding 100,000,000 unlisted warrants of the Company issued on 1 September 2014 pursuant to the subscription agreement dated 18 August 2014 between the Company and Thriving Market Limited. Upon the full exercise of the subscription rights attaching to such 100,000,000 warrants, Thriving Market Limited will hold approximately 8.14% of the enlarged issued share capital of the Company (assuming that there will not be any change in the issued share capital of the Company before the exercise of such subscription rights). Save as disclosed, Mr. Ren does not have any interest (within the meaning of Part XV of the SFO) in the securities of the Company.

Save as disclosed in this announcement, Mr. Ren held no other directorship in any listed public company in the last three years preceding the date of his appointment, and does not have any relationship with any directors, senior management, substantial shareholders or controlling shareholders of the Company.

Mr. Ren has not been involved in any of the events under Rule 13.51(2)(h) to (v) of the Listing Rules and there are no other matters in relation to his appointment as a non-executive director that need to be brought to the attention of the shareholders of the Company or the Stock Exchange.

By order of the Board
Labixiaoxin Snacks Group Limited
Zheng Yu Long
Chairman

Hong Kong, 3 February 2015

As at the date of this announcement, the executive directors of the Company are Zheng Yu Long, Zheng Yu Shuang and Zheng Yu Huan; the non-executive directors of the Company are Li Hung Kong and Ren Yunan; and the independent non-executive directors of the Company are Li Zhi Hai, Sun Kam Ching and Chung Yau Tong.