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ARTGO MINING HOLDINGS LIMITED

雅高礦業控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 3313)

UPDATE ON BUSINESS STRATEGIES

This announcement is made by ArtGo Mining Holdings Limited (the “Company”, together with its subsidiaries, the “Group”) in accordance with Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”) and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (the “SFO”) (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “Board”) of the Company resolved at the Board meeting held on 1 July 2014 to pass the proposal relating to the following business strategies of the Group. As such, the Board wishes to update the shareholders of the Company (the “Shareholders”) on such business strategies.

In addition to the business plans mentioned in the annual report of the Company for the financial year ended 31 December 2013, the Board believes that the Company owns large quality marble reserves and extensive industry experience. On this basis, the Company shall take the initiative to perform a detailed analysis of various links in the upstream and downstream marble-related industries in order to adopt an industry positioning and development strategies that are in its best interests. Shouldering the responsibilities of establishing product standards for the marble industry, the Company shall leverage its standardised production model and high-end

product design capability to explore wider production and sales channels and strive to become a prominent brand in the marble industry. In particular, the Company will formulate its business plans based on the following business strategies, objectives and principles:

- 1) building on its rich marble reserves to finish the construction of its standardised processing plants and commence their production ahead of schedule and establish applicable standardised products as soon as practicable, while maintaining sustained growth of its existing market sales.
- 2) introducing OEM into the processing link and selecting stone processing plants with certain processing capability to process stone on OEM basis according to the product specifications as required by the Company in order to more quickly increase the Company's aggregate product processing (direct processing and processing on OEM basis) capacities. Currently the Company's products subcontracted for processing are mostly large slabs and engineering slabs. In the future we will primarily subcontract the processing of our standardised retail products under our own brands, being cut-to-size slabs and strategic products.
- 3) strengthening the construction of our distribution network and selecting those distributors who have excellent store network as partners in order to develop the unique product series of the Company including standardized stone materials and consumer brand products, including but not limited to bathroom products and furniture made with stone materials or mixture of stone materials.
- 4) using in-house product design teams and engaging internationally-renowned design consultants to design fashionable marble product series for the Group with high quality marble owned by the Group; in this regard, the Group has identified Dentsu Group as a provider of the relevant branded product design and proposed applications for the Group.
- 5) focusing on engaging internationally-renowned enterprise operation process consultants in the industry in respect of the above strategies, the Group has initially identified a refined management consultancy firm, Kyocera Amoeba Management Consulting (Shanghai) Co., Ltd. (京瓷阿美巴管理顧問(上海)有限公司) as partner.
- 6) in respect of resource consolidation, the Group is in the process of preliminary negotiations with domestic and overseas suppliers of high quality stone materials.

If materialized, further announcement(s) will be made by the Company in respect of such matters as and when appropriate in accordance with the Listing Rules and/or the Inside Information Provisions under Part XIVA of the SFO to inform investors of any material development in such matters. In the meantime, Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board of
ArtGo Mining Holdings Limited
Liu Chuanjia
Chairman and executive Director

Xiamen, the People's Republic of China, 3 July 2014

As at the date of this announcement, the executive Directors are LIU Chuanjia, LI Dingcheng and FAN Huiming, the non-executive Director is WU Yun, and the independent non-executive Directors are LIU Jianhua, WANG Hengzhong and JIN Sheng.