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ASIA COMMERCIAL HOLDINGS LIMITED

冠亞商業集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 104)

RESIGNATION OF EXECUTIVE DIRECTOR

The board (the “Board”) of directors (the “Directors”) of Asia Commercial Holdings Limited (the “Company”, or together with its subsidiaries, the “Group”) announces that Mr. André Francois Meier (“Mr. Meier”) has resigned as an Executive Director of the Company with effect from 31 July 2014 and no longer holds any position in the Group with a view to pursuing his personal career.

Mr. Meier was appointed by the Board as an Executive Director on 26 October 2011 and re-elected by the shareholders of the Company at the annual general meeting of the Company on 5 September 2012. Before his appointment to the Board, Mr. Meier was appointed as the chief executive officer of Juvenia Montres S.A., a subsidiary of the Company, on 1 September 2011.

The Board wishes to thank Mr. Meier for his outstanding contributions to the growth of the Group and his service on the Board.

Mr. Meier resigned from the Company by mutual consent. Mr. Meier has confirmed that he has no disagreement with the Board and there is no matter relating to his resignation that needs to be brought to the attention of the shareholders of the Company or The Stock Exchange of Hong Kong Limited.

As set out in the circular of the Company dated 29 July 2014 (“Circular”), Mr. Meier was due to retire by rotation at the conclusion of the upcoming annual general meeting of the Company to be held on 18 September 2014 (the “2014 AGM”) pursuant to the requirements of the Bye-laws of the Company. The ordinary resolution intended for re-election of Mr. Meier (being resolution 2(a)(ii) in the notice of the 2014 AGM contained in the Circular) is now overtaken by the early vacation of office following

his resignation. Accordingly, the Board has resolved that it will not put the ordinary resolution for his re-election to the vote by the shareholders of the Company at the 2014 AGM, whether in person or by proxies or corporate representatives appointed, and the associated voting recommendation of the Board to the shareholders of the Company on that resolution is withdrawn. Any votes purported to be casted on that resolution by proxies deposited at the Company's branch share registrar, Tricor Secretaries Limited, as directed in the Circular and the notice of the 2014 AGM will not be recognized for all intents and purposes. Save as mentioned above, the Circular, the notice of the 2014 AGM and the related proxy form will remain unchanged.

By order of the Board
ASIA COMMERCIAL HOLDINGS LIMITED
Cheng Ka Chung
Company Secretary

Hong Kong, 31 July 2014

As at the date of this announcement, the Board comprises Mr. Eav Yin (Chairman), Mr. Eav Ming Keong, Kinson, Mr. Duong Ming Chi, Henry as executive directors and Mr. Lai Si Ming, Ms. Wong Wing Yue, Rosaline and Mr. Lee Tat Cheung, Vincent as independent non-executive directors.

* *For identification purposes only*