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DACHAN FOOD (ASIA) LIMITED

大成食品(亞洲)有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 3999)

**ANNOUNCEMENT
APPOINTMENT OF CHIEF FINANCIAL OFFICER**

The Board is pleased to announce that Ms. Chen Li-Chin has been appointed as the Chief Financial Officer of the Company with effect from 21 March 2014.

The board of directors (the “Board”) of DaChan Food (Asia) Limited (the “Company”, together with its subsidiaries, the “Group”) is pleased to announce that Ms. Chen Li-Chin (“Ms. Chen”) has been appointed as the Chief Financial Officer of the Company (“CFO”) with effect from 21 March 2014.

Having served the Company for 5 years, Ms. Chen is the senior vice-president, and a member of the executive committee of the Company. In the past 5 years, Ms. Chen served as the Chief Financial Officer and the Chief Administrative Officer of the Company and has recently served as the Chief Operating Officer in the Digital Consumer Food Group of the Company. During her terms of office of the Chief Financial Officer and the Chief Administrative Officer, she was responsible for the Group’s overall financial management, capital planning and allocation and was in charge of the Company’s human resources management, procurement management and led the Information & Process Innovation Center of the Company, etc. Ms. Chen was also an executive director of the Company from October 2011 to October 2012.

Ms. Chen obtained her executive master degree of business administration (“EMBA”) from National Taiwan University. She has over 20 years of experience in the fields of financial and investor relations. She had worked in several renowned multinational corporations including Intel Microelectronic, Johnson & Johnson Medical and Siemens Telecommunication System. Prior to joining the Company, Ms. Chen was the Vice President of TSRC Corporation (Taiwan Stock Exchange stock code: 2103). Taking account

of the relevant experience of Ms. Chen, the Board believes that having Ms. Chen to act as the Company's Chief Financial Officer is and will be in the interest of the Company and its shareholders as a whole.

The Board would like to extend our welcome to Ms. Chen on her appointment.

On behalf of the Board

Han Jia-Hwan

Chairman

Hong Kong, 21 March 2014

As at the date of this notice, Mr. Han Jia-Hwan (Chairman) and Mr. Han Chia-Yin are the executive Directors, Mr. Han Chia-Yau, Mr. Harn Jia-Chen, Mr. Nicholas William Rosa and Mr. Chao Tien-Shin are the non-executive Directors, and Mr. Way Yung-Do, Mr. Liu Fuchun and Dr. Chen Chih are the independent non-executive Directors.