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HAICHANG HOLDINGS LTD.

海昌控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2255)

**UNAUDITED ADMISSION ATTENDANCE AND TICKET ATTENDANCE
FIGURES OF THE EIGHT THEME PARKS
FOR THE TWELVE MONTHS ENDED 31 DECEMBER 2014**

This announcement is voluntarily made pursuant to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors (the “**Board**”) of Haichang Holdings Ltd. (the “**Company**”, together with its subsidiaries, the “**Group**”) is pleased to announce that the Group has recorded an increase in the admission attendance (measured by the number of visitors based on actual admissions) and ticket attendance (measured by number of visitors based on ticket sales) of the eight theme parks it currently owns and operates for the year of 2014. The Group acquired the ownerships of Dalian Discoveryland and Chongqing Caribbean Water Park in December 2014, both of which have been operated by the senior management team of our Group since their inception. For the twelve months ended 31 December 2014, the admission attendance of the eight theme parks of the Group increased by 10.6% from approximately 10,393,742 visitors for the twelve months ended 31 December 2013 to approximately 11,494,200 visitors for the same period in 2014. The ticket attendance of the eight theme parks of the Group increased by 7.5% from approximately 8,161,540 visitors for the twelve months ended 31 December 2013 to approximately 8,773,183 visitors for the same period in 2014.

The Board considers that the growth level abovementioned is in line with the expectation of the management of the Company and it believes that such growth will lead to the improvement of the Group’s performance.

The data disclosed above is unaudited and is based on internal information of the Group, which may be subject to change and may differ from figures upon which the audited or unaudited combined financial statements to be published by the Company on an annual or half-yearly basis will be based due to various uncertainties during the process of collating such information. They shall not be taken as a measure or indication of the Group's current or future operating or financial performance nor shall they be taken as a representation by the Group of the corresponding figures upon which the Group's audited or unaudited combined financial statements will be based. As such, the above data is provided for investors' reference only. Investors are advised not to place any reliance on the information disclosed herein but to exercise due caution when dealing in the securities of the Company. When in doubt, investors are advised to seek professional advice from professional or financial advisers.

On behalf of the Board
Haichang Holdings Ltd.
Wang Xuguang
Executive Director and Chief Executive Officer

Dalian, the PRC, 23 January 2015

As at the date of this announcement, the executive directors of the Company are Mr. Wang Xuguang, Mr. Zhao Wenjing and Mr. Qu Naiqiang; the non-executive directors of the Company are Mr. Qu Naijie, Mr. Makoto Inoue and Mr. Yuan Bing; and the independent non-executive directors of the Company are Prof. Fang Hongxing, Mr. Sun Jianyi and Prof. Xie Yanjun.